

Nation's Business *index for '58*

Published by the

CHAMBER OF COMMERCE OF THE UNITED STATES

Washington, D. C.

A	Page
ADAMS, SHERMAN	
President's loyalty to: Washington Mood; by Edward T. Folliard	Aug 23
ADMINISTRATION PLANS FOR DEFENSE REORGANIZATION	
Defense Need: Freedom to Manage; by Louis Cassels	Jun 36
Outlook For Defense Overhaul.	Jun 16
Washington Mood; by Edward T. Folliard.	Jun 25
ADMINISTRATION PLAN TO EXTEND UNEMPLOYMENT BENEFITS	
The State of the Nation; by Felix Morley.	May 23
ADMINISTRATIVE EFFICIENCY	
Written communications: Writing Skills Cut Management Waste; by J. Harold Janis.	Apr 38
AFL-CIO	
Public Relations program: Management's Washington Letter.	Oct 8
AGENCIES	
Government agencies: The State of the Nation; by Felix Morley	Aug 19
AGRICULTURE	
Agricultural Conservation Program: Farm Show-Down Taking Shape; by Walter B. Garver	Apr 90
Coming census of: New Market Data Coming From Census.	Sep 14
Farm Problem: Farm Show-Down Taking Shape; by Walter B. Garver. . . .	Apr 90
Farm spending: Farm Spending Outlook Changing; by Walter B. Garver	Oct 36
How's Business? Today's Outlook.	Jan 46; Feb 46
Mar 42; Apr 42; May 42; Jun 40; Jul 40; Aug 40	
Sep 42; Oct 42; Nov 44; Dec 42	
Rural Electrification Program: Farm Show-Down Taking Shape; by Walter B. Garver.	Apr 90
The Next Congress: What You Can Expect	Sep 31
AIRCADE	
U. S. Chamber: Management's Washington Letter. . . .	Dec 7
The State of the Nation; by Felix Morley.	Apr 23
ALEXANDER, T. F.: Four Clues to Company Success. . . .	Jul 36
ALLEN, LOUIS A.	
Executive Trends.	Jun 80
Allen, Louis A.: Conformity Can Stimulate Ideas. . . .	Apr 66
Eight Skills Make A Manager	Feb 34
Forecasting Can Boost Your Profits.	Sep 98
AMERICAN COLLECTORS ASSOCIATION	
Management's Washington Letter.	May 7
AMERICAN MANAGEMENT ASSOCIATION	
What executives are reading: Executive Trends. . . .	May 96
AMERICAN REACTION TO RUSSIAN RIVALRY	
The State of the Nation; by Felix Morley.	Mar 23
AMERICAN-SOVIET RELATIONS	
Washington Mood; by Edward T. Folliard.	Nov 27
ANALYSIS OF PRICE TRENDS	
Where Prices Go From Here; by Dr. Jules Backman	Jul 29
Analysis of Worker Turnover Pays Off; by Louis Cassels & Raymond L. Randall	Jan 34
ANDERSON, ROBERT B.	
Interview with: Outlook For Recovery	Mar 31
ANTIBUSINESS FORCES	
Management's Washington Letter. Aug 7; Oct 8	
ANTIRECESSION PROGRAMS	
Housing Aid Could be Permanent.	May 16
ANTITRUST	
Business Issues Crowd Congress' Schedule; by Charles B. Seib. . . .	Jan 29
APPLEY, LAWRENCE A.	
Executive Trends.	Sep 92
APPLICATIONS OF MOTIVATION RESEARCH	
You Can Gauge Customers' Wants; by Philip Gustafson	Apr 76
APPLIED PSYCHOLOGY RESEARCH UNIT	
Cambridge University: You Can Sharpen Your Thinking; by Charles A. Cerami	Nov 34

B	Page
ARGUMENTS AGAINST RECLAMATION	
The Case For Federal Reclamation; by Governor George D. Clyde.	Apr 40
ARMAMENT RACE	
U. S. and Russia: We Can Have Better Weapons Sooner; by Earl H. Voss	Aug 38
ARMED FORCES	
Military manpower legislation: Draft Law Issues: Waste, Unfairness; by Louis Cassels	Nov 40
ASHMAN, EDWIN T.	
You Can Tell Who Wants Success.	Dec 84
ATOMIC ENERGY POLICY	
Fight Coming Over U. S. Atom Role; by James N. Sites	Jan 14
ATOM-POWERED MERCHANT SHIP	
Management's Washington Letter.	Aug 9
ATTACK ON BUSINESS & MANAGEMENT OPERATIONS	
Labor: Profits Face New Labor Attack	Feb 70
ATTACKS ON RECLAMATION	
The Case For Federal Reclamation; by Governor George D. Clyde	Apr 40
ATTITUDES	
Public attitudes toward spending: Here's Look at Tomorrow's Consumer; by Pierre Martineau. . . .	Dec 31
Studies of employee attitudes: Six Policies Increase Will to Work	Nov 88
Survey of company attitudes: Executive Trends. . . .	Mar 100
AUTHORITY	
How to Let Go of Authority; by Louis Cassels & Raymond L. Randall	Mar 86
AUTOCRATIC MANAGEMENT	
Business Needs Mature Autocrats; by Eugene E. Jennings	Sep 34
BANKS	
Techniques of management: Management May Be Your Best Collateral; by Harold Wolozin	Mar 52
BARGAINING PROPOSALS	
Unions And Laws Put Curb on Management.	Jul 16
BASTILLE DAY	
French celebration: The State of the Nation; by Felix Morley	Jul 21
Battle Coming on Defense Buying	Oct 16
BAXTER, LORAN F., Dr.	
John R. Martin Associates: How to Avoid Managers' Seven Deadly Sins.	Apr 34
Beishline, John R.: How Productivity Can Be Improved	Sep 56
BENGE, EUGENE J.	
New Survey Rates Incentives	May 104
Be Ready For The Upturn; by Robinson Newcomb.	Mar 36
BEESLEY, EUGENE N.	
Executive Trends.	Nov 76

NATION'S BUSINESS INDEX FOR 1958

	Page
BILL COLLECTIONS	
Management's Washington Letter.	Mar 7; May 7
BOBBITT, JOSEPH M., Dr.	
Help Your Brain Work For You; by Louis Cassels.	Apr 86
Boom Can Come Before You Know It; by Robinson Newcomb.	Apr 31
BRADSHAW, FRANCIS, Dr.	
How to Avoid Managers' Seven Deadly Sins.	Apr 34
Brake on Expansion.	Feb 92
BRAIN	
Brainpower Tests Rate Executives.	Feb 40
Effectiveness of brainstorming: Executive Trends.	Aug 72
Help Your Brain Work For You; by Louis Cassels.	Apr 86
Interview with Ward C. Halstead: Brainpower Tests Rate Executives	Feb 40
BRECH, ERNEST R.	
Look Behind Unions' Profit-Sharing Demand	May 31
BRITISH NATIONALIZATION	
Results of: The State of the Nation; by Felix Morley	Oct 23
BROPHY, JOHN	
New Moves Aim at Business Control	Apr 14
BROWER, CHARLES H.	
Executive Trends.	Nov 76
BUDGET	
Anticipated deficit: Where Tax Change Can Come in '59	Nov 14
Budget deficit: Inflation: How Great The Danger?; by Jules Backman	Dec 34
Budget situation: The Next Congress: What You Can Expect	Sep 31
Debt controversy: New Debt Debate Coming; by Walter Fackler	Jun 82
Federal expenditures: Outlook For Recovery	Mar 31
Federal system: U. S. Budget Method Multiplies Costs; by Weldon T. Ellis, Jr.	Mar 92
National security allotment: Defense Needs More Than Dollars	Feb 96
New goal: Budget Battle: Keep Lid on Spending	Dec 40
BUDGETING	
Management techniques: Eight Skills Make a Manager; by Louis A. Allen	Feb 34
BUREAUCRACY	
Business Soft Spot: Too Much Administration: Interview with C. Northcote Parkinson.	Oct 38
BUREAU OF THE BUDGET	
U. S. Budget Method Multiplies Costs; by Weldon T. Ellis, Jr.	Mar 92
BUSINESS	
Antibusiness strength: Management's Washington Letter.	Nov 7
Business adjustment: Let's Not Over-Adjust Our Readjustment	May 108
Business administration: Business Needs Mature Autocrats; by Eugene E. Jennings.	Sep 34
Business boom - how to prepare for it: Today's Plateau: Tomorrow's Opportunity.	Jan 42
Business communications: Put Power in Your Words; by Philip Gustafson	Jun 74
Business conditions: Management's Washington Letter.	Apr 7; May 8
Business controls: The Next Congress: What You Can Expect	Sep 31
Business costs: Management's Washington Letter.	Mar 8
Business decision game: Executive Trends	Jan 88
Business in Politics: The Practical Side	Jul 38
Business investment pattern: Here's Guide to Upturn Timing; by Robinson Newcomb	Feb 42
Business investments: Boom Can Come Before You Know It; by Robinson Newcomb.	Apr 31
Business Issues Crowd Congress' Schedule; by Charles B. Selb.	Jan 29
Business Leaders View Year Ahead.	Jul 34
Business Needs Mature Autocrats; by Eugene E. Jennings.	Sep 34
Business outlook: When And How Upturn Will Come; by Dr. Marcus Nadler	Jun 32
Business Soft Spot: Too Much Administration: Interview with Prof. C. Northcote Parkinson	Oct 38

	Page
Business upturn: Management's Washington Letter.	Jun 7
Changing business plans: Management's Washington Letter.	Oct 7
Cost determination: Choose Cost Figures For Better Decisions; by Willard J. Graham	Nov 100
Factors to consider in decisions: Chart Future Expansion Now	Nov 31
Higher wages: Management's Washington Letter	Sep 8
Minimize Your Business Risk; by Charles A. Cerami	Feb 44
Industry Council Plan for business control: New Moves Aim at Business Control	Apr 14
Investment in underdeveloped countries: U. S. Seeks Private Foreign Aid	Dec 14
Labor attack on: Profits Face New Labor Attack	Feb 70
Nation's Business survey of business outlook: Business Leaders View Year Ahead	Jul 34
Management's Washington Letter.	Nov 8; Dec 7
What Top Executives See For '59	Dec 72
Small business: The Next Congress: What You Can Expect	Sep 31
State of: Washington Mood; by Edward T. Follard.	Mar 27
Survey of trade associations: Management's Washington Letter.	Jun 8
Two forces that slow progress: Unfair Tax Checks Growth; by Robinson Newcomb	Oct 40
Upturn in business: Executive Trends	Nov 76
Weaknesses in business organization: Business Soft Spot: Too Much Administration: Interview with C. Northcote Parkinson	Oct 38
BUYERS' STRIKE	
Consumers cut purchases: Boom Can Come Before You Know It; by Robinson Newcomb	Apr 31
C	
CAMBRIDGE UNIVERSITY	
Studies of human behavior: You Can Sharpen Your Thinking; by Charles A. Cerami.	Nov 34
CANADA	
Plan to switch trade from U. S.: Management's Washington Letter	Sep 9
CANNY, J. FRANCIS	
How to Enjoy Your Job	Aug 34
CAPEHART, SEN. HOMER E.	
Interview with: This Tax Plan Would Boost Business.	Aug 36
CARS	
Management's Washington Letter.	Jun 9
CASEY, EUGENE J.	
Executive Trends.	Oct 92
CASH POSITION	
How companies can improve it: Be Ready For The Upturn; by Robinson Newcomb.	Mar 36
Cassels, Louis: Defense Need: Freedom to Manage	Jun 36
Draft Law Issues: Waste, Unfairness.	Nov 40
Help Your Brain Work For You.	Apr 86
Tax Squeeze Chokes Progress: Interview with Crawford H. Greenewalt	Apr 36
Cassels, Louis & Raymond L. Randall	
Analysis of Worker Turnover Pays Off.	Jan 34
Get Full Value From Executive Training.	Dec 62
How to Let Go of Authority.	Mar 86
Strong Personal Goals Build Company Strength.	Sep 82
CATHARSIS	
One type of counseling employees: You Can Help Worried Workers; by Robert Hoppock.	Aug 64
CAUSES OF DECLINE IN BUSINESS	
When And How Upturn Will Come; by Dr. Marcus Nadler	Jun 32
CAUSES OF EXECUTIVES' STRESS	
What You Can Do About Stress: Interview with Drs. Harry Levinson & Herbert C. Medlin.	Jun 34
CAUTION	
Its role in business: Minimize Your Business Risk; by Charles A. Cerami	Feb 44
CENSUS - 1960	
Management's Washington Letter.	Jan 9
CENSUS BUREAU	
Six nationwide censuses: New Market Data Coming From Census.	Sep 14

NATION'S BUSINESS INDEX FOR 1958

	Page		Page
CENTRALIZED CONTROL			
Of unions: New Problems Change Unions' Future.	Nov 78		
CERAMI, CHARLES A.			
How to Undo a Mistake.	Jun 11		
Minimize Your Business Risk.	Feb 44		
You Can Sharpen Your Thinking.	Nov 34		
CHALLENGE TO EXECUTIVES			
Problem of developing leadership: Minimize Your Business Risk; by Charles A. Cerami	Feb 44		
CHAMBER AIRCAFE			
Management's Washington Letter.	Dec 7		
The State of the Nation; by Felix Morley.	Apr 23		
CHAMBER COMMITTEE ON METROPOLITAN GROWTH			
Housing Aid Could Be Permanent.	May 16		
CHAMBER OF COMMERCE OF THE U. S.			
William A. McDonnell: U. S. Chamber Head is Optimistic Conservative; by Sidney Shalett	May 38		
CHAMBER SPECIAL ISSUE CLINICS			
Management's Washington Letter.	Jan 7		
CHAMBER STUDY			
Higher cost of fringe benefits: Management's Washington Letter.	Aug 8		
CHANCE VOUGHT AIRCRAFT, INC.			
Delegation of responsibility: Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66		
CHART FUTURE EXPANSION NOW			
.	Nov 31		
CHECK COMPANY EFFICIENCY QUICKLY			
Check Company Efficiency Quickly; by Booton Herndon	Sep 38		
CHOOSE COST FIGURES FOR BETTER DECISIONS			
Choose Cost Figures For Better Decisions; by Willard J. Graham.	Nov 100		
CITIZEN'S JOB AS VOTER			
Here's a Contest You Can Win.	Jun 98		
CIVILIAN LABOR FORCE			
Average annual increase: Here's How to Make Jobs; by Jules Backman	May 40		
CLASH ON RECESSION CURE			
Republicans & Democrats: Washington Mood; by Edward T. Follard	May 27		
CLIMES			
Advice on how to use: Management's Washington Letter	Aug 9		
Management of: Put Cliques To Work For You; by George S. Odiorne	Aug 50		
Operating techniques: Put Cliques To Work For You; by George S. Odiorne.	Aug 50		
CLUES TO COMPANY SUCCESS			
Four Clues to Company Success; by T. G. Alexander.	Jul 36		
CLYDE, GEORGE D.			
Governor of Utah The Case For Federal Reclamation.	Apr 40		
COFFIN, TRIS			
Help Yourself to Executive Skill	Sep 68		
COLLECTIVE BARGAINING			
Unions And Laws Put Curb on Management.	Jul 16		
COLORADO RIVER STORAGE PROJECT			
The Case For Federal Reclamation; by Governor George D. Clyde	Apr 40		
COMING			
Revolution in Management; by Melvin H. Baker	Aug 27		
COMMITTEE ON METROPOLITAN GROWTH			
U. S. Chamber: Housing Aid Could Be Permanent.	May 16		
COMMITTEES			
Effectiveness of: Make Committee Work Effective.	May 62		
COMMON WRITING FAULTS			
How to correct them: Writing Skills Cut Management Waste; by J. Harold Janis.	Apr 38		
COMMUNICATIONS			
Employee attitudes: Six Policies Increase Will to Work.	Nov 88		
In developing new products: Turn Ideas Into Products; by Robert Froman	Dec 38		
Skill in writing: Writing Skills Cut Management Waste; by J. Harold Janis.	Apr 38		
Speech: four guidelines: Put Power in Your Words; by Philip Gustafson	Jun 74		
Subordinate-superior relationships: Learn to Work With Your Boss; by Auren Uris	Oct 34		
Writable writing: Speed Thought Into Words; by J. Harold Janis	Oct 94		
COMMUNISTS			
Economic battle plan: Management's Washington Letter	Oct 9		
LEAK IN IRON CURTAIN			
Management's Washington Letter.	Aug 9		
THEIR VIEW OF ECONOMIC STRUGGLE			
Management's Washington Letter.	May 7		
TRADE CHALLENGE			
Reds Aim Economic Guns at U. S.; by Leon M. Herman	Jun 38		
What Satellites Cost the Russians	Jan 36		
COMPANIES			
AMA publication on company creeds: Executive Trends	Sep 92		
Company efficiency: Check Company Efficiency Quickly; by Booton Herndon	Sep 38		
Creating an effective company image: Executive Trends	Oct 92		
Four Clues to Company Success; by T. G. Alexander	Jul 36		
Review of company procedures: Policy Review Brings Three-Way Gain; by Howard R. Dressner	Dec 80		
Your company's image: Executive Trends	Oct 92		
COMPULSORY UNIONISM			
Labor Law Changes Coming.	Jan 68		
COMPULSORY VS. VOLUNTARY UNIONISM			
Right-to-Work Fight Spreads	Mar 16		
COMPUTERS			
Electronic data processing: What Management is Learning From Computers; by Philip Gustafson	Nov 38		
CONFORMITY			
Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66		
Three types of conformers: Identify Your Creative People	Sep 48		
Trend toward: Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66		
CONGRESS			
Action coming on key issues: Management's Washington Letter	Jul 7		
Action on borrowing: Backdoor Spending Dodges Congress' Control; by Charles B. Seib	Oct 48		
Battle on backdoor spending tactics: Management's Washington Letter	Oct 9		
Change in congressional districts: Management's Washington Letter	Oct 7		
Concern over impact of high taxes: How Congress Looks At Tax Cuts; by Charles B. Seib	Mar 40		
Congressional Committee staff study on Soviet Education: Management's Washington Letter	Mar 9		
Congressional issues: Management's Washington Letter	Feb 7		
Congressional programs: Management's Washington Letter	Apr 8		
Federal farm policies: Farm Spending Outlook Changing; by Walter B. Garver	Oct 36		
Ike's influence: The State of the Nation; by Felix Morley	Dec 23		
Issues confronting: The State of the Nation; by Felix Morley	Nov 23		
Labor legislation: Control of Unions Will Come	Nov 108		
Labor legislation: Let's End Slave Labor	Jul 88		
Labor reform legislation: New Welfare Fund Law Under Attack	Dec 54		
Management's Washington Letter	Jan 7		
Outlook in: The Next Congress: What You Can Expect	Sep 31		
Pressure to reform military procurement practices: Battle Coming on Defense Buying	Oct 16		
Revision in taxes: Where Tax Change Can Come in '59	Nov 14		
The State of the Nation; by Felix Morley	Oct 23		
CONSERVATION			
Agricultural Conservation Program: Farm Show-Down Taking Shape; by Walter B. Garver	Apr 90		
CONSTRUCTION			
Housing needs: Housing Needs Take New Direction; by Robinson Newcomb	May 34		
How's Business? Today's Outlook	Jan 46; Feb 46		
Mar 42; Apr 42; May 42; Jun 40; Jul 40; Aug 40	Sep 42; Oct 42; Nov 44; Dec 42		
CONSUMER BOYCOTTS			
New Labor Problems: New Ways to Meet Them.	Jan 38		
CONSUMERS			
Attitudes of: These Consumer Attitudes Are Key to Outlook; by George Katona	Aug 46		
Auto credit: Management's Washington Letter	Dec 9		
Consumer Credit in '59	Nov 42		
Consumer prices: Where Prices Go From Here; by Dr. Jules Backman	Jul 29		
Expansion of consumer credit: Consumer Credit in '59	Nov 42		

NATION'S BUSINESS INDEX FOR 1958

	Page
Expenditures: Boom Can Come Before You Know It; by Robinson Newcomb	Apr 31
New generation of consumers: Here's Look at Tomorrow's Consumer; by Pierre Martineau	Dec 31
Purchasing patterns: Outlook For The '50's; by Robinson Newcomb	Sep 36
Spending for food: Spending For Food Projected to 1965	Jan 44
Trends in consumer buying: Here's Guide to Upturn Timing; by Robinson Newcomb	Feb 42
CONTROL	
Effective control in management: Eight Skills	
Make a Manager; by Louis A. Allen	Feb 34
10 guides to sharpen business control: Make Your Plans Succeed; by Harold Koontz	Oct 102
Control of Unions Will Come	Nov 108
Control Your Own Success	Aug 70
CONTROLLING RESEARCH	
Make Research Pay	Aug 66
CORDINER, RALPH J.	
Help Yourself To Executive Skill; by Tris Coffin	Sep 68
CORPORATE PROFITS	
Union attacks on: Where Money to Expand Comes From; by Dr. Jules Backman	Feb 36
COST CALCULATION	
Determining price: Here's Key to Profit Planning	
Planning; by Philip Gustafson	Jul 80
COSTLESS CAPITAL	
Attacks on: Where Money to Expand Comes From; by Dr. Jules Backman	Feb 36
COST-CUTTING	
Executive Trends	Apr 100; Jul 76; Sep 92; Oct 92
COSTS	
Cost approach to pricing: How Noncost Forces Shape Price Policy; by Dr. Jules Backman	Jun 70
Determination of cost figures: Choose Cost Figures For Better Decisions; by Willard J. Graham	Nov 100
Price changes during recession: Where Prices Go From Here; by Dr. Jules Backman	Jul 29
COUNSELING	
Six types of: You Can Help Worried Workers; by Robert Hoppock	Aug 64
CREATIVE CONFORMITY	
Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66
CREATIVITY	
How to ask creative questions: You Can Ask Creative Questions; by Joseph G. Mason	Feb 84
Identify Your Creative People	Sep 48
Production of creative ideas: Get Full Use of Ideas; by Auren Uris	Oct 86
CREDIT	
Attitude toward: Here's Look at Tomorrow's Consumer; by Pierre Martineau	Dec 31
Boom of credit cards: Management's Washington Letter	Jan 9
Credit buying trends: Here's Look at Tomorrow's Consumer; by Pierre Martineau	Dec 31
Demand for credit: Here's Guide to Upturn Timing; by Robinson Newcomb	Feb 42
Expansion of consumer credit: Consumer Credit in '58	Nov 42
Federal Reserve credit policies: Expect This From Easier Money; by Dr. Marcus Nadler	Jan 40
Room for credit expansion: Management's Washington Letter	Jun 8
CREDIT AND FINANCE	
How's Business? Today's Outlook	Jan 46; Feb 46
Mar 42; Apr 42; May 42; Jun 40; Jul 40; Aug 40	
Sep 42; Oct 42; Nov 44	Dec 42
CRITICISM	
How to criticize effectively: Make Criticism Work For You; by Dr. Nathan A. Baily	Mar 102
CRITICISM OF THE PRESIDENT	
Washington Mood; by Edward T. Follard	Feb 25
CROWN ZELLERBACH CORPORATION	
Creativity course for salesmen: Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66
CUSTOMERS	
Be Ready For The Upturn; by Robinson Newcomb	Mar 36
Simulation of baggage check-in: New Method Pre-tests Ideas; by Donald G. Malcolm	Feb 64

D

	Page
DATA PROCESSING	
Use of electronic computers: What Management is Learning From Computers	Nov 38
DAVIS-BACON ACT	
Why Labor Laws Need Changes	Mar 56
DEBATE OVER RECESSION	
Washington Mood; by Edward T. Follard	May 27
DEBT	
Arguments against debt limit: New Debt Debate Coming; by Walter Fackler	Jun 82
Arguments for debt limit: New Debt Debate Coming; by Walter Fackler	Jun 82
Debt controversy: New Debt Debate Coming; by Walter Fackler	Jun 82
Debt limit: New Debt Debate Coming; by Walter Fackler	Jun 82
Debt management: New Debt Debate Coming; by Walter Fackler	Jun 82
Federal debt: Backdoor Spending Dodges Congress' Control; by Charles B. Seib	Oct 48
Outlook For Recovery	Mar 31
Federal debt managers: Management's Washington Letter	Apr 9
Personal debt expansion: Consumer Credit in '59	Nov 42
DECENTRALIZATION	
How to Let Go of Authority; by Louis Cassels & Raymond L. Randall	Mar 86
DECISION-MAKING	
Business Needs Mature Autocrats; by Eugene E. Jennings	Sep 34
Cost figures: Choose Cost Figures For Better Decisions; by Willard J. Graham	Nov 100
Eight Skills Make a Manager; by Louis A. Allen	Feb 34
Factors to consider in making decisions: Chart Future Expansion Now	Nov 31
How to Undo a Mistake; by Charles A. Cerami	Jun 66
DECLINE IN MIDDLE MANAGEMENT	
Make Everybody's Job a Challenge; by Nathaniel Stewart	Aug 80
DEFECTIVE EXECUTIVE ACTION	
What causes it: Executive Trends	Apr 100
DEFENSE	
Anxiety about: Management's Washington Letter	Feb 7
Defense contracts: Management's Washington Letter	Apr 8; May 8
Defense Need: Freedom to Manage; by Louis Cassels	Jun 36
Defense Needs More Than Dollars	Feb 96
Defense policy: The Next Congress: What You Can Expect	Sep 31
Defense systems: Management's Washington Letter	Mar 8
Expenditures for: Defense Needs More Than Dollars	Feb 96
Military manpower legislation: Draft Law Issues: Waste, Unfairness; by Louis Cassels	Nov 40
Military procurement practices: Battle Coming on Defense Buying	Oct 16
More Urgent Than Defense	Jan 96
Pentagon changes in defense contracts: Management's Washington Letter	Dec 9
Reorganization of Defense Department: Defense Need: Freedom to Manage; by Louis Cassels	Jun 36
Senate Armed Services Committee: Outlook for Defense Overhaul	Jun 16
Washington Mood; by Edward T. Follard	Jun 25
Weapons development: We Can Have Better Weapons Sooner; by Earl H. Voss	Aug 38
DELEGATION	
How to Let Go of Authority; by Louis Cassels & Raymond L. Randall	Mar 86
DELEGATION OF AUTHORITY	
Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66
DEMAND FOR SKILLED EXECUTIVES	
How to Improve Executive Training	Jul 32
DEMOCRATIC LEADERSHIP	
Business Needs Mature Autocrats; by Eugene E. Jennings	Sep 34
DEMOCRATS	
Hopes for election: Washington Mood; by Edward T. Follard	Apr 27
DEPARTMENT OF DEFENSE	
Reorganization of: Defense Need: Freedom to Manage; by Louis Cassels	Jun 36

NATION'S BUSINESS INDEX FOR 1958

	Page
DePhillips, Frank A : Your Worries Can Help You. . .	May 68
DEPRECIATION	
On current costs: Choose Cost Figures For Better Decisions; by Willard J. Graham . . .	Nov 100
Unfair Tax Checks Growth; by Robinson Newcomb . . .	Oct 40
DEPRESSION	
Washington Mood; by Edward T. Follard.	Mar 27
DISSENSION BETWEEN STATE & LOCAL OFFICIALS	
Local Demands Peril U. S. Budget Cuts	Jan 82
DISTRIBUTION	
How's Business? Today's Outlook.	Jan 46;
Mar 42; Apr 42; May 42; Jun 40; Jul 40; Aug 40	Feb 46
Sep 42; Oct 42; Nov 44; Dec 42	Aug 40
Do Executives Drag Their Feet?	May 96
DRAFT LAWS	
Military manpower legislation: Draft Law Issues: Waste, Unfairness; by Louis Cassels	Nov 40
Draft Law Issues: Waste, Unfairness; by Louis Cassels.	Nov 40
Dressner, Howard R.: Get Action From Your Decisions.	Jul 64
Policy Review Brings Three-Way Gain	Dec 80
E. I. DU PONT DE NEMOURS & CO.	
Rewards for creativity: Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66
DUVAL, ADDISON M.	
Strong Personal Goals Build Company Strength; by Louis Cassels & Raymond L. Randall	Sep 82
E	
EARNINGS	
Data on: Management's Washington Letter.	Jun 7
ECONOMIC	
Behavior of economic factors: Here's Guide to Upturn Timing; by Robinson Newcomb	Feb 42
Better use of economic indicators: What Upturn Signals Say Now: Interview with Dr. Solomon Fabricant	Jul 54
Chamber president views economic outlook: Two Steps Will Strengthen Business	May 58
Consumer attitude: These Consumer Attitudes Are Key to Outlook; by George Katona.	Aug 46
Economic competition between Russia & U. S.: New Red Target: Beat U. S. Worker Productivity.	May 46
Economic controls: Business Issues Crowd Congress' Schedule; by Charles B. Seib.	Jan 29
Economic developments: The Next Congress: What You Can Expect	Sep 31
Economic trends: When and How Upturn Will Come; by Dr. Marcus Nadler	Jun 32
Increased need for policy review: Policy Review Brings Three-Way Gain; by Howard R. Dressner Dec 80	
Opportunities: Today's Plateau: Tomorrow's Opportunity.	Jan 42
Planning for economic growth period: Management's Washington Letter.	Apr 9
Three economic censuses: New Market Data Coming From Census	Sep 14
Trends: Management's Washington Letter	Dec 7
What economic analysis shows: Management's Washington Letter	Aug 8
Why economic growth is uneven: Why Economic Growth is Uneven; by Robinson Newcomb.	Feb 32
ECONOMIC RESEARCH PAMPHLET	
Resisting Business Contraction: Management's Washington Letter	May 9
ECONOMY	
Change in direction of U. S. economy: Boom Can Come Before You Know It; by Robinson Newcomb. .	Apr 31
Debt debate: New Debt Debate Coming; by Walter Fackler	Jun 82
Economic impact of Capehart proposal: This Tax Plan Would Boost Business: Interview with Senator Capehart	Aug 36
Economic trends: When And How Upturn Will Come; by Marcus Nadler.	Jun 32
Factors to consider in decisions: Chart Future Expansion Now.	Nov 31
Government spending: We're Off On Another Money Spree.	Aug 88
Here's a Contest You Can Win.	Jun 98
Inflation threats: Inflation: How Great The Danger?; by Dr. Jules Backman.	Dec 34
EMERGENCY HOUSING BILL	
Housing Aid Could Be Permanent.	May 16
EMOTIONAL PROBLEMS OF EXECUTIVES	
How to cope with them: What You Can Do About Stress: Interview with Drs. Harry Levinson & Herbert C. Modlin.	Jun 34
ELECTIONS	
1962: Management's Washington Letter	Oct 7
The Next Congress: What You Can Expect	Sep 31
Washington Mood; by Edward T. Follard.	Sep 27
ELECTRONIC COMPUTERS	
Values of: What Management is Learning From Computers; by Philip Gustafson	Nov 38
Ellis, Weldon T., Jr.: U. S. Budget Method Multiplies Cost	Mar 92
EMOTIONAL PROBLEMS OF EXECUTIVES	
How to cope with them: What You Can Do About Stress: Interview with Drs. Harry Levinson & Herbert C. Modlin.	Jun 34

NATION'S BUSINESS INDEX FOR 1958

		Page
EMPLOYEES		
Attitudes of: Six Policies Increase Will to Work.	Nov 88	
Employees' Ideas Ease Profit Squeeze.	Feb 78	
Employee turnover: Analysis of Worker Turnover Pays Off; by Louis Cassels & Raymond L. Randall	Jan 34	
Giving advice to: You Can Help Worried Workers; by Robert Hoppock.	Aug 64	
Ideas for profit improvement: Employees' Ideas Ease Profit Squeeze.	Feb 78	
Problem of employee morale: Executive Trends.	Aug 72	
Profit-sharing plans: Look Behind Unions' Profit-Sharing Demand	May 31	
Survey of employee attitudes: New Survey Rates Incentives	May 104	
U-M study of employee attitudes: Executive Trends.	Dec 70	
EMPLOYMENT		
Ages of workers: Expanding Market: The Biggest Spenders; by Fred D. Lindsey	Jul 50	
Data on: Management's Washington Letter.	Apr 7; Aug 7	
18-24 year olds: Expanding Markets: The Young Adults; by Fred D. Lindsey.	Mar 70	
Employment pickup: Management's Washington Letter	Jul 8	
Fight ahead over unemployment compensation: New Fight Ahead on Jobless Pay	Aug 16	
Government employment: Tax Dollars Hire 1 in 8	Dec 58	
Unemployment compensation: The State of the Nation; by Felix Morley	May 23	
U. S. Labor Department survey: Management's Washington Letter	Sep 8	
Working women: Management's Washington Letter.	Oct 9	
ENDICOTT, DR. FRANK S.		
Survey of recruiting: How Much Pay For College Graduates?	Feb 38	
ENGINEERING EDUCATION		
Status of: Management's Washington Letter.	Feb 9	
ENGINEERS		
How to stimulate productivity: How to Get More From Research	Mar 34	
ERRORS		
Pattern for undoing them: How to Undo a Mistake; by Charles A. Cerami.	Jun 66	
ESCALATOR WAGE INCREASES		
Wage Push Feeds Recession	Jun 29	
EUROPEAN COMMON MARKET		
Executive Trends.	Feb 90	
EVALUATING PERSONNEL QUALITY		
Important traits: Management May Be Your Best Collateral; by Harold Wolozin	Mar 52	
Executive Pay Trends Changing: Interview with Dean H. Rosensteel.	Dec 36	
EXECUTIVES		
Approach to business administration: Business Needs Mature Autocrats; by Eugene E. Jennings	Sep 34	
Causes of executives' stress: What You Can Do About Stress: Interview with Drs. Harry Levinson & Herbert C. Modlin	Jun 34	
Demand for skilled executives: How to Improve Executive Training	Jul 32	
Discussion of management problems: Business Soft Spot: Too Much Administration: Interview with C. Northcote Parkinson.	Oct 38	
Executive brainpower: Brainpower Tests Rate Executives	Feb 40	
Executive compensation: Tax Squeeze Chokes Progress.	Apr 36	
Executive development: Help Yourself to Executive Skill; by Tris Coffin.	Sep 68	
Executive development programs: Managers Polish Skills by Teaching	Apr 94	
Executive failure: Executive Trends.	Apr 100	
Executive pay trends: Executive Pay Trends Changing	Dec 36	
Executives Can Simplify Their Jobs.	Feb 60	
Executive slowdowns: Executive Trends.	May 96	
Executive supply: Tax Squeeze Chokes Progress.	Apr 36	
Executive training: How to Improve Executive Training: Interview with Lyndall F. Urwick.	Jul 32	
Executive Trends.	Jan 88; Feb 90; Mar 100; Apr 100	
	May 96; Jun 80; Jul 76; Aug 72	
	Sep 92; Oct 92; Nov 76; Dec 70	

		Page
Five mistakes in management development: Get Full Value From Executive Training; by Louis Cassels & Raymond L. Randall	Dec 62	
Getting along with your boss: Learn to Work With Your Boss; by Auren Uris	Oct 34	
Getting things done through others: Why People Act That Way.	Jul 70	
Guides toward being a successful executive: Control Your Own Success	Aug 70	
How to follow through: Get Action From Your Decisions; by Howard R. Dressner	Jul 64	
Idea production: Get Full Use of Ideas; by Auren Uris	Oct 86	
Impact of tax rates on executive supply: Tax Squeeze Chokes Progress.	Apr 36	
Pattern for undoing mistakes: How to Undo A Mistake; by Charles A. Cerami	Jun 66	
Pay trends: Executive Pay Trends Changing.	Dec 36	
Pickup in demand for: Executive Trends.	Dec 70	
Productive thinking: Help Your Brain Work For You; by Louis Cassels	Apr 86	
Professional executive development courses: Graduates Assess Executive Schooling; by C. L. Van Sickle	Sep 62	
Rigidity in management: How to Help The One-Track Executive; by George S. Odiorne	Oct 64	
Steps for controlling tension: What You Can Do About Stress: Interview with Drs. Harry Levinson & Herbert C. Modlin	Jun 34	
Studies on executive brainpower: Brainpower Tests Rate Executives.	Feb 40	
The Executive Study: Matching Manager to Job	Jul 72	
University of North Carolina executive program: Managers Polish Skills by Teaching	Apr 94	
Use of forecasts: Forecasting Can Boost Your Profits; by Louis A. Allen	Sep 98	
Work satisfaction: How to Enjoy Your Job	Aug 34	
Writable writing: Speed Thought Into Words; by J. Harold Janis	Oct 94	
Expanding Market: The Biggest Spenders; by Fred D. Lindsey.	Jul 50	
Expanding Markets: The Young Adults; by Fred D. Lindsey.	Feb 70	
EXPANSION		
Factors to consider in decisions: Chart Future Expansion Now.	Nov 31	
Expect This From Easier Money; by Dr. Marcus Nadler.	Jan 40	
EXPENDITURES		
By 18-24 age group: Expanding Markets: The Young Adults; by Fred D. Lindsey	Mar 70	
EXTORTION		
Chamber pamphlet: Union Violence Can Be Curbed	Oct 31	
F		
FABRICANT, SOLOMON		
Interview with: What Upturn Signals Say Now.	Jul 54	
FACKLER, WALTER		
New Debt Debate Coming.	Jun 82	
FARMING		
Agricultural Conservation Program: Farm Show-Down Taking Shape; by Walter B. Garver	Apr 90	
Controlling production: Farm Show-Down Taking Shape; by Walter B. Garver	Apr 90	
Farm income: Farm Show-Down Taking Shape; by Walter B. Garver.		
Farm legislation: Business Issues Crowd Congress' Schedule; by Charles B. Seib.	Jan 29	
Farm programs: Farm Show-Down Taking Shape; by Walter B. Garver.	Apr 90	
Farm Show-Down Taking Shape; by Walter B. Garver.	Apr 90	
Farm Spending Outlook Changing; by Walter B. Garver		
Price policies: Farm Show-Down Taking Shape; Walter B. Garver.	Oct 36	
Price support programs: Farm Spending Outlook Changing; by Walter B. Garver	Oct 36	
Technological revolution: Farm Show-Down Taking Shape; by Walter B. Garver	Apr 90	
FARR, JAMES N.		
How To Enjoy Your Job	Aug 34	
You Can Tell Who Wants Success.	Dec 84	
FEDERAL		
Agencies: The State of the Nation; by Felix Morley.	Aug 19	

	Page
Aid for road building: Management's Washington Letter	May 9
Aid for urban renewal: Housing Aid Could Be Permanent	May 16
Aid program: Local Demands Peril U. S. Budget Cuts	Jan 82
Aid to the jobless: The State of the Nation; by Felix Morley	May 23
Big deficits still ahead: Management's Washington Letter	Dec 8
Budget: Outlook For Recovery	Mar 31
U. S. Budget Method Multiplies Costs; by Weldon T. Ellis, Jr.	Mar 92
Washington Mood; by Edward T. Folliard	Jan 25
Debt: Backdoor Spending Dodges Congress' Control; by Charles B. Seib	Oct 48
Debt: New Debt Debate Coming; by Walter Fackler	Jun 82
Federal debt managers: Management's Washington Letter	Apr 9
Federal National Mortgage Association: Housing Aid Could Be Permanent	May 16
Federal Reserve credit policies: Expect This From Easier Money; by Dr. Marcus Nadler	Jan 40
Federal Reserve index: When And How Upturn Will Come; by Dr. Marcus Nadler	Jun 32
Federal-state regulation of welfare funds: New Welfare Fund Under Attack	Dec 54
Housing Administration: Housing Aid Could Be Permanent	May 16
Loans to states: New Fight Ahead on Jobless Pay	Aug 16
Projection of next decade's spending: Tax Outlook: Load Can Lighten; by Robinson Newcomb	Nov 36
Reclamation: The Case For Federal Reclamation; by Governor George D. Clyde	Apr 40
Spending: Budget Battle: Keep Lid on Spending	Dec 40
U. S. Budget Method Multiplies Costs; by Weldon T. Ellis, Jr.	Mar 92
We're Off On Another Money Spree	Aug 80
State-Federal relations: The Next Congress: What You Can Expect	Sep 31
FELDMANN, WALTER H.	
Talk on business boom: Executive Trends	Nov 76
FELIX, ROBERT H.	
How to Enjoy Your Job	Aug 34
Fight Coming Over U. S. Atom Role; by James N. Sites	Jan 14
FIGHT FOR RIGHT-TO-WORK	
Right-to-Work Fight Spreads	Mar 16
FIGHT OVER UNEMPLOYMENT COMPENSATION	
New Fight Ahead on Jobless Pay	Aug 16
FINANCE	
Be Ready For The Upturn; by Robinson Newcomb	Mar 36
Costless capital: Where Money To Expand Comes From; by Dr. Jules Backman	Feb 36
FINKEL, COLEMAN LEE	
You Can Boost Sales in '58	Jan 54
FIRST NATIONAL BANK OF ST. LOUIS	
U. S. Chamber Head is Optimistic Conservative; by Sidney Shalett	May 38
FISCAL DATA	
Management's Washington Letter	May 8
FISCAL OPERATIONS OF GOVERNMENT	
New Debt Debate Coming; by Walter Fackler	Jun 82
FIVE BARRIERS TO GOOD LISTENING	
Put Power in Your Words; by Philip Gustafson	Jun 74
FIVE PITFALLS IN MANAGEMENT DEVELOPMENT	
Get Full Value From Executive Training; by Louis Cassells & Raymond L. Randall	Dec 62
FIVE-POINT PROGRAM	
For solving housing & urban renewal problems: Housing Aid Could Be Permanent	May 16
FIVE TYPES OF RIGID EXECUTIVES	
How to Help The One-Track Executive; by George S. Odiorne	Oct 64
FLUENCY OF IDEAS	
How to Develop Ideas	Jan 76
FLYNN, VINCENT A., Dr.	
Society for the Advancement of Management: Executive Trends	Apr 100
How to Avoid Managers' Seven Deadly Sins	Apr 34
FOLEY, J. P.	
You Can Tell Who Wants Success	Dec 84
FOLLIARD, EDWARD T.	
Washington Mood	Jan 25
Mar 27; Apr 27; May 27; Jun 25; Jul 25	Aug 23; Sep 27; Oct 27; Nov 27; Dec 27
FOLLOW-THROUGH	
Steps for: Get Action From Your Decisions; by Howard R. Dressner	Jul 64
FOOD EXPENDITURES	
Spending for Food Projected to 1965	Jan 44
FORECASTING	
Importance of: Forecasting Can Boost Your Profits; by Louis A. Allen	Sep 98
Forecasting Can Boost Your Profits; by Louis A. Allen	Sep 98
FORECAST OF 1959	
Management's Washington Letter	Sep 7
FORECAST OF WORK TRENDS	
Dr. Eli Ginzberg: Management's Washington Letter	May 9
FOREIGN AID	
The Next Congress: What You Can Expect	Sep 31
FOREIGN INVESTMENT	
Boom Can Come Before You Know It; by Robinson Newcomb	Apr 31
FOREIGN POLICY	
Washington Mood; by Edward T. Folliard	Jan 25
FOREIGN TRADE	
How's Business! Today's Outlook	Jan 46
Mar 43; Apr 42; May 43; Jun 40; Jul 41; Aug 41	Oct 41; Nov 45; Dec 42
Business Issues Crowd Congress' Schedule; by Charles B. Seib	Jan 29
FORMULA FOR SPEECH-MAKING	
David Phillips: Put Power in Your Words; by Philip Gustafson	Jun 74
FOUR CLUES TO COMPANY SUCCESS	
by T. G. Alexander	Jul 36
FOUR RULES FOR SPEAKING	
Put Power in Your Words; by Philip Gustafson	Jun 74
FOUR STEP PLAN FOR PRODUCT DEVELOPMENT	
Dr. Myron J. Helfgott: Turn Ideas Into Products; by Robert Froman	Dec 38
FOUR-STEP PROGRAM FOR PROFITABLE SELLING	
How to Sell For Higher Profits; by Philip Gustafson	May 78
FRANCE	
French government: The State of the Nation; by Felix Morley	Jul 21
FREEMAN, ROGER A.	
The State of the Nation; by Felix Morley	Sep 23
FRINGE BENEFITS	
Higher cost of: Management's Washington Letter	Aug 8
FROMAN, ROBERT	
Turn Ideas Into Products	Dec 38
FRYINGPAN-ARKANSAS PROJECT	
The Case For Federal Reclamation; by Governor George D. Clyde	Apr 40
FUTURE HOUSING NEEDS	
Housing Needs Take New Direction; by Robinson Newcomb	May 34
FUTURE MANPOWER NEEDS	
Manpower: What We Have--What We'll Need	May 36
G	
GAMBLERS' FALLACY	
You Can Sharpen Your Thinking; by Charles A. Cerami	Nov 34
GARVER, WALTER B.	
Farm Show-Down Taking Shape	Apr 90
Farm Spending Outlook Changing	Oct 36
GELLMAN, SAUL W.	
You Can Tell Who Wants Success	Dec 84
GENERAL ELECTRIC COMPANY	
Creative thinking program: Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66
GENERAL ELECTRIC MANAGEMENT INSTITUTE	
Help Yourself To Executive Skill; by Tris Coffin	Sep 68

NATION'S BUSINESS INDEX FOR 1958

	Page
GERARD, RALPH W., Dr.	
Interview with: Where Russian Science Lags	Feb 29
GERMAN REUNIFICATION	
Management's Washington Letter	Mar 9
Get Action From Your Decisions; by Howard R.	
Dressner.	Jul 64
Get Full Use of Ideas; by Auren Uris.	Oct 86
Get Full Value From Executive Training; by Louis	
Cassels & Raymond L. Randall.	Dec 62
GIFTS	
Business trend away from giving: Executive	
Trends.	Dec 70
GINZBERG, ELI	
Interview with: Manpower: What we Have--What	
We'll Need.	May 36
GLASSCOCK, EDWIN M.	
How to Enjoy Your Job	Aug 34
GLOOM AMONG REPUBLICANS	
Washington Mood; by Edward T. Follard.	Apr 27
GOVERNMENT	
Business in politics: Business in Politics:	
The Practical Side	Jul 38
Buying: Management's Washington Letter	Sep 7
Consumer attitudes: These Consumer Attitudes Are	
Key to Outlook; by George Katona.	Aug 46
Employment: Tax Dollars Hire 1 in 8	Dec 58
Executive agencies: The State of the Nation;	
by Felix Morley	Aug 19
Expanding rights of: Smoothing The Path to	
Despotism.	Dec 92
Expenditures: Management's Washington Letter	Sep 7
Federal debt: Management's Washington Letter	Aug 9
Federal loans to states: New Fight Ahead on	
Jobless Pay.	Aug 16
French government: The State of the Nation; by	
Felix Morley	Jul 21
Government economy: The State of the Nation; by	
Felix Morley	Mar 23
Government expenditures: Boom Can Come Before	
You Know It; by Robinson Newcomb.	Apr 31
Loss of income: Management's Washington Letter	Aug 7
Sale of government bonds: Management's	
Washington Letter.	Jun 8
Spending: We're Off On Another Money Spree	Aug 88
Strain on government ethics: The State of the	
Nation; by Felix Morley	Aug 19
Voting: Here's A Contest You Can Win	Jun 98
GOVERNMENT SPENDING	
Backdoor Spending Dodges Congress' Control; by	
Charles B. Seib	Oct 48
Here's Guide to Upturn Timing; by Robinson	
Newcomb	Feb 42
How's Business? Today's Outlook.	Jan 47; Feb 47
Mar 43; Apr 43; May 43; Jun 41; Jul 41; Aug 41	
Sep 43; Oct 43; Nov 45; Dec 43	
Let's Not Over-Adjust Our Readjustment.	May 108
Let's Worry About The Right Things.	Mar 106
Management's Washington Letter.	Mar 8; May 8; Jun 8
More Urgent Than Defense.	Jan 96
New Budget goal: Budget Battle: Keep Lid on	
Spending	Dec 40
Outlook For Recovery.	Mar 31
Projection of next decade: Tax Outlook: Load	
Can Lighten; by Robinson Newcomb	Nov 36
Spending for air fleet: Management's Washington	
Letter	Jul 9
The State of the Nation; by Felix Morley.	Feb 21
Graduates Assess Executive Schooling; by C. L.	
Van Sickle.	Sep 62
Graham, Willard J.:	
Choose Cost Figures For Better Decisions.	Nov 100
GRANT-IN-AID PROGRAMS	
Local Demands Peril U. S. Budget Cuts	Jan 82
GREAT BRITAIN	
Management training in: How to Improve Executive	
Training	Jul 32
GREENEWALT, CRAWFORD H.	
Interview with: Tax Squeeze Chokes Progress.	Apr 36
GROSS NATIONAL PRODUCT	
What happens when it stops growing: Brake on	
Expansion	Feb 92
GROUP-THINKING TECHNIQUE	
Drawbacks to: Help Your Brain Work For You;	
by Louis Cassels.	Apr 86

	Page
GROWTH	
And profits: Why Economic Growth is Uneven;	
by Robinson Newcomb.	Feb 32
Of new products: Management's Washington	
Letter	May 9
Of Soviet exports: Reds Aim Economic Guns at	
U. S.; by Leon M. Herman	Jun 38
Projection of next decade: Tax Outlook: Load	
Can Lighten; by Robinson Newcomb	Nov 36
Gustafson, Philip: Here's Key to Profit Planning	Jul 80
How to Sell For Higher Profits.	May 78
Plan Tomorrow's Profits	Aug 29
Put Power in Your Words	Jun 74
What Management is Learning From Computers.	Nov 38
You Can Gauge Customers' Wants.	Apr 76

H

HALSTEAD, WARD C.	
Interview with: Brainpower Tests Rate	
Executives.	Feb 40
HEALTH, EDUCATION & WELFARE	
The Next Congress: What You Can Expect	Sep 31
HEARINGS ON DEFENSE REORGANIZATION	
Outlook For Defense Overhaul.	Jun 16
HELFGOTT, MYRON J.	
Research study: Turn Ideas Into Products; by	
Robert Froman	Dec 38
Help Your Brain Work For You; by Louis Cassels.	Apr 86
Help Yourself to Executive Skill; by Tris Coffin.	Sep 68
HEMPHILL, JOHN K.	
The Executive Study: Matching Manager to Job	Jul 72
Here's a Contest You Can Win.	Jun 98
Here's Guide to Upturn Timing; by Robinson Newcomb.	Feb 42
Here's How to Make Jobs; by Dr. Jules Backman	May 40
Here's Key to Profit Planning; by Philip	
Gustafson	Jul 80
Here's Look at Tomorrow's Consumer; by Pierre	
Martineau.	Dec 31
Here's Road to Security	Apr 106
Here's Way to More Sales: Interview with G. Clark	
Thompson	Aug 32
Herman, Leon: Reds Aim Economic Guns at U. S.	Jun 38
HERMAN, LEON M.	
What Satellites Cost the Russians	Jan 36
Herndon, Booton: Check Company Efficiency Quickly.	Sep 38
HIRING PRACTICES	
Be Ready For The Upturn; by Robinson Newcomb.	Mar 36
HOFFA, JAMES R.	
Plans for uniting all transportation unions:	
Management's Washington Letter	Sep 8
HOFF, CANNY, BOWEN & ASSOCIATES, INC.	
Executive recruiting firms: Executive Trends	May 96
Study of job-changing habits: Why Managers	
Change Jobs And When.	Oct 72
Hoppock, Robert: You Can Help Worried Workers.	Aug 64
HOTPOINT COMPANY	
Group discussions: Conformity Can Stimulate	
Ideas; by Louis A. Allen	Apr 66
HOUSE ARMED SERVICES COMMITTEE	
Outlook For Defense Overhaul.	Jun 16
HOUSE BILL FOR TVA FINANCING	
TVA Seeks Freer Hand.	Feb 14
HOUSE INTERGOVERNMENTAL RELATIONS SUBCOMMITTEE	
Local Demands Peril U. S. Budget Cuts	Jan 82
HOUSING	
Business Issues Crowd Congress' Schedule; by	
Charles B. Seib	Jan 29
Coming census: New Market Data Coming From	
Census	Sep 14
Emergency housing bill: Housing Aid Could Be	
Permanent.	May 16
Future needs: Housing Needs Take New Direction;	
by Robinson Newcomb	May 34
Housing Aid Could Be Permanent.	May 16
Housing Needs Take New Direction; by Robinson	
Newcomb	May 34
How Congress Looks at Tax Cuts; by Charles B. Seib.	Mar 40
How Much Pay for College Graduates?	Feb 38
How Noncost Forces Shape Price Policy; by Dr. Jules	
Backman.	Jun 70

	Page
How Productivity Can Be Improved; by John R. Beishline.	Sep 56
HOW RUSSIA TRAINS HER MANAGERS	
New Red Target: Beat U. S. Worker Productivity	May 46
How's Business? Today's Outlook.	Jan 46; Feb 46
Mar 42; Apr 42; May 42; Jun 40; Jul 40; Aug 40	
Sep 42; Oct 42; Nov 44; Dec 42	
HOW TO ASK CREATIVE QUESTIONS	
You Can Ask Creative Questions; by Joseph G. Mason.	Feb 84
How to Avoid Managers' Seven Deadly Sins.	Apr 34
HOW TO BE A GOOD CHAIRMAN	
Make Committee Work Effective	May 62
How to Cut Costs.	Apr 100
How to Develop Ideas; by Joseph G. Mason.	Jan 76
How to Enjoy Your Job	Aug 34
How to Get More From Research	Mar 34
How to Help The One-Track Executive; by George S. Odiorne.	Oct 64
How to Improve Executive Training: Interview with Lyndall F. Urwick	Jul 32
How to Let Go of Authority; by Louis Cassels & Raymond L. Randall	Mar 86
How to Make Tomorrow's Sales: Interview with J. A. McIlroy	Mar 38
How to Sell For Higher Profits; by Philip Gustafson	May 78
How to Undo a Mistake; by Charles A. Cerami	Jun 66
HUMAN BEHAVIOR	
Awareness of basic facts about: Why People Act That Way.	Jul 70
Cambridge University studies: You Can Sharpen Your Thinking; by Charles A. Cerami.	Nov 34
HUMAN RELATIONS	
Subordinate-superior relationships: Learn to Work With Your Boss; by Auren Uris	Oct 34
HUMAN RESOURCES	
Future manpower needs: Manpower: What We Have--What We'll Need	May 36
I	
IDEAS	
How to Develop Ideas.	Jan 76
Production of creative ideas: Get Full Use of Ideas; by Auren Uris.	Oct 86
Identify Your Creative People	Sep 48
IMPACT OF TAX RATES ON EXECUTIVE SUPPLY	
Tax Squeeze Chokes Progress	Apr 36
IMPORTANCE OF RESEARCH	
Stage Set For Faster Progress; by Robinson Newcomb	Aug 60
INCENTIVE EFFECTS OF TAXATION	
Tax Reform Would Promote Growth; by Henry C. Wallich.	Jul 60
INCOME & ASSETS	
18-24 year olds: Expanding Markets: The Young Adults; by Fred D. Lindsey.	Mar 70
INCOME TAX FORMS	
Extra papers to file: Management's Washington Letter	Mar 8
INCOME TAX RATES	
Tax Squeeze Chokes Progress	Apr 36
INDICATORS	
What they show: Management's Washington Letter	Apr 7
INDUSTRIAL GROWTH	
Why Economic Growth is Uneven; by Robinson Newcomb	Feb 32
INDUSTRIAL OUTPUT	
Russia & U. S.: New Red Target: Beat U. S. Worker Productivity.	May 46
INDUSTRIAL REVOLUTION	
Coming: Coming: Revolution in Management; by Melvin H. Baker	Aug 27
INDUSTRY COUNCIL PLAN	
Objectives of: New Moves Aim at Business Control	Apr 14
INFLATION	
Consumer attitudes: These Consumer Attitudes Are Key to Outlook; by George Katona.	Aug 46

	Page
Force that slows progress: Unfair Tax Checks Growth; by Robinson Newcomb.	Oct 40
Inflation fears; When And How Upturn Will Come; by Dr. Marcus Nadler	Jun 32
Inflation is a Moral Problem.	Oct 110
Inflation of wages: Wage Push Feeds Recession.	Jun 29
Issue confronting Congress: The State of the Nation; by Felix Morley.	Nov 23
Worry about: Management's Washington Letter.	Sep 7
Inflation: How Great The Danger?; by Dr. Jules Backman	Dec 34
Inflation Is A Moral Problem.	Oct 110
INNOVATION	
Eight Skills Make a Manager; by Louis A. Allen.	Feb 34
INTEREST RATES	
Management's Washington Letter.	Jun 9
INTERNAL ADMINISTRATION	
Study of successful companies: Four Clues to Company Success; by T. G. Alexander.	Jul 36
INTERNATIONAL TRADE	
Russian trade battle: Reds Aim Economic Guns at U. S.; by Leon M. Herman	Jun 38
INTERVIEWS	
With Robert B. Anderson: Outlook For Recovery.	Mar 31
Senator Homer E. Capehart: This Tax Plan Would Boost Business	Aug 36
Solomon Fabricant: What Upturn Signals Say Now	Jul 54
Coleman Lee Finkel: You Can Boost Sales in '58	Jan 54
Ralph W. Gerard: Where Russian Science Lags.	Feb 29
Eli Ginzberg: Manpower: What we Have--What we'll Need	May 36
Crawford H. Greenewalt: Tax Squeeze Chokes Progress.	Apr 36
Dr. Ward C. Halstead: Brainpower Tests Rate Executives	Feb 40
Leon M. Herman: What Satellites Cost the Russians	Jan 36
Drs. Harry Levinson & Herbert C. Modlin: What You Can Do About Stress	Jun 34
J. A. McIlroy: How to Make Tomorrow's Sales.	Mar 38
Prof. C. Northcote Parkinson: Business Soft Spot: Too Much Administration.	Oct 38
Gerard D. Reilly: Why Labor Laws Need Changes.	Mar 56
Dean H. Rosensteel: Executive Pay Trends Changing.	Dec 36
G. Clark Thompson: Here's Way to More Sales.	Aug 32
Lyndall F. Urwick: How to Improve Executive Training.	Jul 32
Douglas Williams: Six Policies Increase Will to Work	Nov 88
INVENTORIES	
Be Ready For The Upturn; by Robinson Newcomb.	Mar 36
Inventory buildup: Management's Washington Letter	Oct 7
Readjustment of: Boom Can Before You Know It; by Robinson Newcomb.	Apr 31
INVESTMENTS	
Here's Guide to Upturn Timing; by Robinson Newcomb.	Feb 42
Private investment in foreign countries: U. S. Seeks Private Foreign Aid	Dec 14
ISSUES	
Confronting Congress: The State of the Nation; by Felix Morley.	Nov 23
Important to businessmen: Management's Washington Letter.	Dec 7
J	
JACKSON, JAY	
University of Michigan Institute for Social Research: Make Committee Work Effective	May 62
Janis, J. Harold: Speed Thought Into Words	Oct 94
Writing Skills Cut Management Waste	Apr 38
JEHRING, J. J.	
Look Behind Unions' Profit-Sharing Demand	May 31
Jennings, Eugene E.: Business Needs Mature Autocrats.	Sep 34
JENNINGS, EUGENE E.	
Study of group productivity: Executive Trends.	May 96
JOBS	
Effectiveness of: How to Enjoy Your Job.	Aug 34

NATION'S BUSINESS INDEX FOR 1958

		Page
8 steps for better work habits: Turn Poor Work Habits Into Good; by George S. Odiorne	Nov 96	
Fight over jobless pay: New Fight Ahead on Jobless Pay	Aug 16	
Job outlook: Management's Washington Letter	Mar 7	
Job performance: Turn Poor Work Habits Into Good; by George S. Odiorne	Nov 96	
Rate of unemployment: Here's How to Make Jobs; by Dr. Jules Backman	May 40	
Study of job-changing habits: Why Managers Change Jobs And When	Oct 72	
U. S. Labor Department survey: Management's Washington Letter	Sep 8	
JOINT FEDERAL-STATE ACTION COMMITTEE		
President's committee: Management's Washington Letter	Mar 9	
JOINT FEDERAL-STATE COMMITTEE		
Outlook For Recovery	Mar 31	

K

Katona, George: These Consumer Attitudes Are Key to Outlook	Aug 46	
KELF-COHEN, R. Case against nationalization: The State of the Nation; by Felix Morley	Oct 23	
KETTERING, CHARLES F. Executive Trends	Jun 80	
KHRUSHCHEV, PREMIER Soviet-American relations: Washington Mood; by Edward T. Folliard	Nov 27	
KINDS OF QUESTIONS TO ASK You Can Ask Creative Questions; by Joseph G. Mason	Feb 84	
Koontz, Harold: Make Your Plans Succeed	Oct 102	
KRIEGER, JOSEPH L. Executive Trends	Mar 100	
How to Avoid Managers' Seven Deadly Sins	Apr 34	

L

LABOR Bargaining proposals: Unions And Laws Put Curb on Management	Jul 16	
Business Issues Crowd Congress' Schedule; by Charles B. Seib	Jan 29	
Collective bargaining: Unions And Laws Put Curb on Management	Jul 16	
Federal-state relations: Management's Washington Letter	Nov 9	
Fight over unemployment compensation: New Fight Ahead on Jobless Pay	Aug 16	
How's Business? Today's Outlook	Jan 47; Feb 47	
Mar 43; Apr 43; May 43; Jun 41; Jul 41; Aug 41; Sep 43; Oct 43; Nov 45; Dec 43		
Labor attack on business: Profits Face New Labor Attack	Feb 70	
Labor Law Changes Coming	Jan 68	
Labor laws: Why Labor Laws Need Changes	Mar 56	
Labor legislation: Labor Law Changes Coming	Jan 68	
Labor-management relations: Management's Washington Letter	Jan 8	
Labor problems: New Labor Problems: New Ways to Meet Them	Jan 38	
Labor productivity in Soviet industry: What Satellites Cost The Russians	Jan 36	
Labor union practices: The State of the Nation; by Felix Morley	Jun 21	
Let's End Slave Labor	Jul 88	
New Labor Problems: New Ways to Meet Them	Jan 38	
New Moves Aim at Business Control	Apr 14	
New period of development: New Problems Change Unions' Future	Nov 78	
Power of leaders: Control of Unions Will Come	Nov 108	
Profit-sharing: Look Behind Unions' Profit-Sharing Demand	May 31	
Proposals for higher wages: Management's Washington Letter	May 7	
Push for wage increases: Wage Push Feeds Recession	Jun 29	
Right-to-work fight: Right-to-Work Fight Spreads	Mar 16	
Right-to-work laws: Unions And Laws Put Curb on Management	Jul 16	

Right-to-work legislation: Right-to-Work Trend Faces Test	Sep 40	Page
Rise in unemployment: Here's How to Make Jobs; by Dr. Jules Backman	May 40	
Stronger reform bill: Management's Washington Letter	Oct 8	
Union violence: Union Violence Can Be Curbed	Oct 31	
Welfare fund legislation: New Welfare Fund Law Under Attack	Dec 54	
LATIN AMERICA Possibility of common market: Management's Washington Letter	Sep 9	
Learn to Work With Your Boss; by Auren Uris	Oct 34	
Let's End Slave Labor	Jul 88	
Let's Help The Politicians	Sep 104	
Let's Not Over-Adjust Our Readjustment	May 108	
Let's Worry About The Right Things	Mar 106	
Letters From Businessmen	Jan 10; Feb 10; Mar 10	
Apr 10; May 10; Jun 10; Jul 10; Aug 10; Sep 10		
Oct 10; Nov 10; Dec 10		
LEVINSON, HARRY, DR. Executive Trends	Oct 92	
Interview with: What You Can About Stress	Jun 34	
Menninger Foundation: Why People Act That Way	Jul 70	
LEWIS, JOHN L. New Moves Aim at Business Control	Apr 14	
LIKERT, RENIS Executive Trends	Nov 76	
LINCOLN ELECTRIC COMPANY Rewards for creativity: Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66	
Lindsey, Fred D. Expanding Market: The Biggest Spenders	Jul 50	
Expanding Markets: The Young Adults	Mar 70	
Spending For Food Projected to 1965	Jan 44	
Tax Dollars Hire 1 in 8	Dec 58	
LISTENING Learning to listen: Put Power in Your Words; by Philip Gustafson	Jun 74	
Local Demands Peril U. S. Budget Cuts	Jan 82	
LONG-RANGE PLANNING Four phases of: Plan Tomorrow's Profits; by Philip Gustafson	Aug 29	
Importance of: Chart Future Expansion Now	Nov 31	
LONG-RANGE PRICING Choose Cost Figures For Better Decisions; by Willard J. Graham	Nov 100	
LONG-TERM LABOR CONTRACTS Wage Push Feeds Inflation	Jun 29	
Look Behind Unions' Profit-Sharing Demand	May 31	
MC		
McCLELLAN, JOHN L. The State of the Nation; by Felix Morley	Jun 21	
MCCORMICK, W. F. Cresap, McCormick & Page: How to Avoid Managers' Seven Deadly Sins	Apr 34	
McDONNELL, WILLIAM A. Chamber President: U. S. Chamber Head is Optimistic Conservative; by Sidney Shalett	May 38	
Two Steps Will Strengthen Business	May 58	
Views on the economy: Two Steps Will Strengthen Business	May 58	
McELROY, NEIL H. Secretary of Defense: Defense Need: Freedom to Manage; by Louis Cassels	Jun 36	
McILNAY, J. A. Interview with: How to Make Tomorrow's Sales	Mar 38	
MCLEAN, DR. ALAN A. Why People Act That Way	Jul 70	
M Make Committee Work Effective	May 62	
Make Criticism Work For You; by Dr. Nathan A. Baily	Mar 102	
Make Everybody's Job a Challenge; by Nathaniel Stewart	Aug 80	
Make Research Pay	Aug 66	
Make Your Plans Succeed; by Harold Koontz	Oct 102	

	Page
MALAYA	
Importance of to U. S.: Management's Washington Letter	Sep 9
Malcolm, Donald G.: New Method Pre-Tests Ideas	Feb 64
MANAGEMENT	
Achieving success: Control Your Own Success	Aug 70
Administration of research: Make Research Pay	Aug 66
Autocratic management: Business Needs Mature	
Autocrats; by Eugene E. Jennings	Sep 34
Brainpower: Brainpower Tests Rate Executives	Feb 40
Cliques: Put Cliques To Work For You; by	
George S. Odiorne	Aug 50
Coming industrial revolution: Coming:	
Revolution in Management; by Melvin H. Baker	Aug 27
Committees: Make Committee Work Effective	May 62
Company efficiency: Check Company Efficiency	
Quickly; by Brooton Herndon	Sep 38
Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66
Cost determination: Choose Cost Figures For	
Better Decisions; by Willard J. Graham	Nov 100
Creative flexibility: How to Develop Ideas; by	
Joseph G. Mason	Jan 76
Creative idea production: Get Full Use of Ideas;	
by Auren Uris	Oct 86
Creative questions: You Can Ask Creative	
Questions; by Joseph G. Mason	Feb 84
Creative workers: Identify Your Creative People	Sep 48
Decline in middle management: Make Everybody's	
Job a Challenge; by Nathaniel Stewart	Aug 80
Demands for union voice: Profits Face New	
Labor Attack	Feb 70
Discussion of management problems: Business	
Soft Spot: Too Much Administration:	
Interview with C. Northcote Parkinson	Oct 38
8 steps for better job performance: Turn Poor	
Work Habits Into Good; by George S. Odiorne	Nov 96
Electronic data processing: What Management is	
Learning From Computers; by Philip Gustafson	Nov 38
Employee ambitions: Strong Personal Goals	
Build Company Strength; by Louis Cassells	
& Raymond L. Randall	Sep 82
Employee attitudes: Six Policies Increase Will	
to Work	Nov 88
Executive development courses: Graduates	
Assess Executive Schooling; by C. L.	
Van Sickle	Sep 62
Executive development programs: Managers	
Polish Skills by Teaching	Apr 94
Executive pay trends: Executive Pay Trends	
Changing	Dec 36
Executive Trends	Jan 88; Feb 90
Mar 100; Apr 100; May 96; Jun 80; Jul 76	
Aug 72; Sep 92; Oct 92; Nov 76	
Five pitfalls in management development: Get	
Full Value From Executive Training; by	
Louis Cassells & Raymond L. Randall	Dec 62
Four basic steps in research: Turn Ideas Into	
Products; by Robert Froman	Dec 38
General Electric Management Institute: Help	
Yourself to Executive Skill; by Tris Coffin	Sep 68
Getting along with your boss: Learn to Work	
With Your Boss; by Auren Uris	Oct 34
Giving advice to employees: You Can Help	
Worried Workers; by Robert Hopcock	Aug 64
Growing problems of management: Unions And	
Laws Put Curb on Management	Jul 16
How to Avoid Managers' Seven Deadly Sins	Apr 34
How to criticize: Make Criticism Work For You;	
by Dr. Nathan A. Baily	Mar 102
How to follow through: Get Action From Your	
Decisions; by Howard R. Dressner	Jul 64
How to Improve Executive Training: Interview	
with Lyndall F. Urwick	Jul 32
How to let go of authority: How to Let Go of	
Authority; by Louis Cassells & Raymond	
L. Randall	Mar 86
Human behavior studies: You Can Sharpen Your	
Thinking; by Charles A. Cerami	Nov 34
Idea fluency: How to Develop Ideas; by Joseph	
G. Mason	Jan 76
Importance of forecasting to managers: Fore-	
casting Can Boost Your Profits; by Louis	
A. Allen	Sep 98
In government: Defense Need: Freedom to	
Manage; by Louis Cassells	Jun 36
Job simplification: Executives Can Simplify	
Their Jobs	Feb 60
Long-range planning: Plan Tomorrow's Profits;	
by Philip Gustafson	Aug 29

	Page
Management approach to written communications:	
Writing Skills Cut Management Waste; by	
J. Harold Janis	Apr 38
Management conference: Management's Washington	
Letter	Oct 7
Management Development, Inc.: Managers Polish	
Skills by Teaching	Apr 94
Management-labor relations: New Labor Problems:	
New Ways to Meet Them	Jan 38
Management May Be Your Best Collateral; by	
Harold Wolozin	Mar 52
Management operation in companies: Today's	
Plateau; Tomorrow's Opportunity	Jan 42
Management problems: Executive Trends	Feb 90
Management Problems For Executives: Graduates	
Assess Executive Schooling; by	
C. L. Van Sickle	Sep 62
Management strength of your firm: Management	
May Be Your Best Collateral; by Harold	
Wolozin	Mar 52
Management training in Great Britain: How to	
Improve Executive Training	Jul 32
Management training in Russia: New Red Target:	
Beat U. S. Worker Productivity	May 46
Management training institutes: Managers Polish	
Skills by Teaching	Apr 94
Management waste: Writing Skills Cut Management	
Waste; by J. Harold Janis	Apr 38
Management's Washington Letter	Jan 7; Feb 7
Mar 7; Apr 7; May 7; Jun 7; Jul 7; Aug 7	
Sep 7; Oct 7; Nov 7; Dec 7	
Managerial debt problem: New Debt Debate	
Coming; by Walter Fackler	Jun 82
Managers Must Manage	Jun 40
Managers Polish Skills by Teaching	Apr 94
Middle management: Make Everybody's Job a	
Challenge; by Nathaniel Stewart	Aug 80
Mistakes: how to undo them: How to Undo a	
Mistake; by Charles A. Cerami	Jun 66
Most important ingredient in business operation:	
Chart Future Expansion Now	Nov 31
Organization: Eight Skills Make a Manager;	
by Louis Allen	Feb 34
Originality: How to Develop Ideas; by Joseph	
G. Mason	Jan 76
Picking the right men for promotions: You	
Can Tell Who Wants Success	Dec 84
Pickup in demand for executives: Executive	
Trends	Dec 70
Problem sensitivity: How to Develop Ideas; by	
Joseph G. Mason	Jan 76
Research program: Matching Manager to Job	Jul 72
Rigid managers: How to Help The One-Track	
Executive; by George S. Odiorne	Oct 64
Sales management: Here's Way to More Sales:	
Interview with G. Clark Thompson	Aug 32
Seven Deadly Sins: How to Avoid Managers'	
Seven Deadly Sins	Apr 34
Studies on executive brainpower: Brainpower	
Tests Rate Executives	Feb 40
Study of job-changing habits: Why Managers	
Change Jobs And When	Oct 72
Study of success and failure: Four Clues to	
Company Success; by T. G. Alexander	Jul 36
Survey of employee attitudes: New Survey Rates	
Incentives	May 104
System simulation: New Method Pre-Tests Ideas;	
By Donald G. Malcolm	Feb 64
10 Guides to sharper business controls: Make	
Your Plans Succeed; by Harold Koontz	Oct 102
What executives are reading: Executive Trends	May 96
What present taxes mean to future management:	
Tax Squeeze Chokes Progress	Apr 36
Work satisfaction: How to Enjoy Your Job	Aug 34
Worrying: Your Worries Can Help You; by Frank	
A. DePhillips	May 68

MANPOWER

Decline in middle management: Make Everybody's	
Job a Challenge; Nathaniel Stewart	Aug 70
Future needs: Manpower: What We Have-What	
We'll Need	May 36
Manpower: What we Have-What we'll Need:	
Interview with Dr. Eli Ginzberg	May 36
Middle management: Make Everybody's Job a	
Challenge; by Nathaniel Stewart	Aug 80

NATION'S BUSINESS INDEX FOR 1958

	Page	Page	
Military manpower legislation: Draft Law Issues: Waste, Unfairness; by Louis Cassels	Nov 40	U. S. budget: U. S. Budget Method Multiplies Costs; by Weldon T. Ellis, Jr.	Mar 92
Needs: Executive Trends.	Mar 100	MONOPOLY POWER OF UNIONS Wage Push Feeds Recession	Jun 29
MARKETING		MORALE Check Company Efficiency Quickly; by Booton Herndon	Sep 38
Coming industrial revolution: Coming: Revolution in Management; by Melvin H. Baker	Aug 27	Employe morale: Executive Trends	Aug 72
Growth and prices: Why Economic Growth is Uneven; by Robinson Newcomb	Feb 32	More Urgent Than Defense.	Jan 96
How to Make Tomorrow's Sales.	Mar 38	Morley, Felix: The State of the Nation	Jan 21; Feb 21
Long-range planning: Plan Tomorrow's Profits; by Phillip Gustafson.	Aug 29	Mar 23; Apr 23; May 23; Jun 21; Jul 21; Aug 19 Sep 23; Oct 23; Nov 23; Dec 23	Sep 19
Market appraisal: Here's Key to Profit Planning; by Phillip Gustafson.	Jul 80	MOSCOW What the people are being told: Management's Washington Letter.	May 7
Marketing managers: How to Sell For Higher Profits; by Phillip Gustafson.	May 78	MOTIVATION Eight Skills Make a Manager; by Louis A. Allen.	Feb 34
Marketing problems: You Can Boost Sales in '58	Jan 54	MOTIVATION RESEARCH New techniques of two-way communication: You Can Gauge Customers' Wants; by Phillip Gustafson.	Apr 76
Marketing research: You Can Gauge Customers' Wants; by Phillip Gustafson	Apr 76	MULLER-THYM, BERNARD J. How to Enjoy Your Job	Aug 34
Market situation: How Noncost Forces Shape Price Policy; by Dr. Jules Backman	Jun 70	N	
Martineau, Pierre: Here's Look at Tomorrow's Consumer.	Dec 31	Nadler, Marcus: Expect This From Easier Money	Jan 40
Mason Joseph G.: How to Develop Ideas	Jan 76	When and How Upturn Will Come	Jun 32
You Can Ask Creative Questions.	Feb 84	NATIONAL ASSEMBLY French government: The State of the Nation; by Felix Morley.	Jul 21
Matching Manager to Job	Jul 72	NATIONAL ECONOMY Let's Not Over-Adjust Our Readjustment.	May 108
MEASURING GROWTH PROSPECTS		NATIONAL SECURITY Here's The Road to Absolute Security.	Apr 106
Why Economic Growth is Uneven; by Robinson Newcomb	Feb 32	NATIONAL INSTITUTE OF MENTAL HEALTH Dr. Joseph M. Bobbitt: Help Your Brain Work For You; by Louis Cassels.	Apr 86
MENNINGER FOUNDATION		NATIONAL LABOR RELATIONS BOARD New Labor Problems: New Ways to Meet Them.	Jan 38
Interview with Drs. Harry Levinson & Herbert C. Modlin: What You Can Do About Stress	Jun 34	NATIONAL ROAD PROGRAM Management's Washington Letter.	Apr 8
MENTAL FUNCTIONS		NATIONAL SECURITY The State of the Nation; by Felix Morley.	Mar 23
New information on: Brainpower Tests Rate Executives.	Feb 40	NATION'S BUSINESS SURVEY OF LEADING EXECUTIVES Business Leaders View Year Ahead.	Jul 34
MIDDLE MANAGERS		NATURAL RESOURCES How's Business? Today's Outlook.	Jan 47; Feb 47
What is happening to them: Make Everybody's Job a Challenge; by Nathaniel Stewart.	Aug 80	Mar 43; Apr 43; May 43; Jun 41; Jul 41; Aug 41 Sep 43; Oct 43; Nov 45; Dec 43	Apr 47
MILITARY DEPARTMENTS		NEED FOR DEFINITION OF DEFENSE More Urgent Than Defense.	Jan 96
Defense reorganization: Defense Need: Freedom to Manage; by Louis Cassels.	Jun 36	NEED FOR SKILLED EXECUTIVES Executive Trends.	Mar 100
MILITARY MANPOWER		NEUROPSYCHOLOGICAL TESTS Halstead Battery: Brainpower Tests Rate Executives	Feb 40
Draft Law Issues: Waste, Unfairness; by Louis Cassels.	Nov 40	New Chamber Head is Optimistic Conservative; by Sidney Shalett	May 38
MILITARY PROCUREMENT PRACTICES		Newcomb, Robinson: Be Ready For The Upturn	Mar 36
Proposals to reform: Battle Coming on Defense Buying.	Oct 16	Boom Can Come Before You Know It.	Apr 31
MILITARY SERVICES		Here's Guide to Upturn Timing	Feb 42
Defense reorganization: Outlook For Defense Overhaul	Jun 16	Housing Needs Take New Direction.	May 34
MILLER, WARREN E.		Outlook For the '60's	Sep 36
Executive Trends.	Feb 90	Stage Set For Faster Progress	Aug 60
MILLS, WILBUR D.		Tax Outlook: Load Can Lighten.	Nov 36
Chairman, Ways & Means Committee: How Congress Looks At Tax Cuts; by Charles B. Seib.	Mar 40	Unfair Tax Checks Growth.	Oct 40
Minimize Your Business Risk; by Charles A. Cerami	Feb 44	Why Economic Growth is Uneven	Feb 32
MINIMUM WAGE		New Debt Debate Coming; by Walter Fackler	Jun 82
Why Labor Laws Need Changes	Mar 56	New Labor Problems: New Ways to Meet Them.	Jan 38
MISSILE DEVELOPMENT		New Market Data Coming From Census.	Sep 44
Armament race: We Can Have Better Weapons Sooner; by Earl H. Voss.	Aug 38	New Method Pre-Tests Ideas; by Donald G. Malcolm.	Feb 64
MISSILE PROGRAM		New Moves Aim at Business Control	Apr 14
Management's Washington Letter.	Nov 7	New Problems Change Unions' Future.	Nov 76
MISTAKES		NEW PRODUCTS Executive Trends.	Apr 100
How to Undo a Mistake; by Charles A. Cerami	Jun 66	Management's Washington Letter.	May 9
MITCHELL, DON G.		New Red Target: Beat U. S. Productivity.	May 46
Sylvania Electric Products Inc.: Employes' Ideas Ease Profit Squeeze	Feb 78		
MOBILE HOMES			
Rise in sale of: Housing Needs Take New Direction; by Robinson Newcomb.	May 34		
MOBILITY RATE			
of 18-24 age group: Expanding Markets: The Young Adults; by Fred D. Lindsey.	Mar 70		
MODLIN, HERBERT C., DR.			
Interview with: What You Can Do About Stress	Jun 34		
Menninger Foundation: Why People Act That Way.	Jul 70		
MONEY			
Bank deposits: Management's Washington Letter.	Jun 7		

	Page
New Survey Rates Incentives	May 104
New Welfare Fund Law Under Attack	Dec 54

NEW YORK UNIVERSITY ROUNDTABLE

Work simplification: Executives Can Simplify Their Jobs.	Feb 60
--	--------

1960's

Forecast of trends: Outlook For the '60's; by Robinson Newcomb	Sep 36
--	--------

NIXON, RICHARD M.

Washington Mood; by Edward T. Folliard.	Jul 25
---	--------

Rivalry between Nixon and Rockefeller: Washington Mood; by Edward T. Folliard.	Dec 27
--	--------

NON-WAGE INCENTIVES

New Survey Rates Incentives	May 104
---------------------------------------	---------

NORTH CAROLINA, UNIVERSITY OF

Executive program: Managers Polish Skills by Teaching	Apr 94
---	--------

NOTE-TAKING

How to Develop Ideas.	Jan 76
-------------------------------	--------

NUCLEAR POWER

Fight Coming Over U. S. Atom Role; by James N. Sites	Jan 14
--	--------

O

OBSTACLES TO WORK SIMPLIFICATION

Executives Can Simplify Their Jobs	Feb 60
--	--------

OCCUPATIONAL OUTLOOK HANDBOOK

Management's Washington Letter.	Feb 8
---	-------

Odiorne, George S.: How to Help The One-Track

Executive	Oct 64
---------------------	--------

Put Cliques To Work For You	Aug 50
---------------------------------------	--------

Turn Poor Work Habits Into Good	Nov 96
---	--------

OFFICE EXECUTIVES ASSOCIATION

Survey of 148 companies: Executive Trends.	Jun 80
--	--------

ORGANIZATION

Eight Skills Make a Manager; by Louis A. Allen.	Feb 34
---	--------

Trend toward conformity: Conformity Can Stimulate Ideas; by Louis A. Allen	Apr 66
--	--------

ORGANIZATIONAL PICKETING

Labor Law Changes Coming.	Jan 68
-----------------------------------	--------

ORGANIZED INDUSTRIAL PARKS

Stanford Research Institute study: Management's Washington Letter.	Apr 9
--	-------

ORGANIZING A SPEECH

Put Power in Your Words; by Philip Gustafson.	Jun 74
---	--------

OUTLOOK

For business: When And How Upturn Will Come; by Dr. Marcus Nadler.	Jun 32
--	--------

For economy: Two Steps Will Strengthen Business.	May 58
--	--------

For employment: Here's How to Make Jobs; by Dr. Jules Backman.	May 40
--	--------

For labor legislation: Labor Law Changes Coming	Jan 68
---	--------

For recovery: Interview with Sec. of the Treasury Anderson.	Mar 31
---	--------

For tax cuts: How Congress Looks at Tax Cuts; by Charles B. Seib	Mar 40
--	--------

Outlook For Defense Overhaul.	Jun 16
---------------------------------------	--------

Outlook For Jobs.	Mar 100
---------------------------	---------

Outlook for The '60's; by Robinson Newcomb.	Sep 36
---	--------

OVERCOMING SEVEN MANAGEMENT SINS

How to Avoid Managers' Seven Deadly Sins.	Apr 34
---	--------

P

PARKINSON, C. NORTHCOTE

Interview with: Business Soft Spot: Too Much Administration	Oct 38
---	--------

PATTERN FOR UNDOING ERRORS

How to Undo a Mistake; by Charles A. Cerami	Jun 66
---	--------

PAY FOR COLLEGE GRADUATES

How Much Pay For College Graduates?	Feb 38
---	--------

PEACETIME DEVELOPMENT OF NUCLEAR POWER

Fight Coming Over U. S. Atom Role; by James N. Sites.	Jan 14
---	--------

PENTAGON

Changes in defense contracts: Management's Washington Letter.	Dec 9
---	-------

Reorganization of Defense: Defense Need: Freedom to Manage; by Louis Cassells	Jun 36
---	--------

NATION'S BUSINESS INDEX FOR 1958

	Page
--	------

PERSONAL CONSUMPTION

Management's Washington Letter.	Feb 9
---	-------

PERSONAL DEBT

Trends in consumer credit: Consumer Credit in '59.	Nov 42
--	--------

PERSONAL DEVELOPMENT PROGRAM

Ray-O-Vac Company: How to Make Tomorrow's Sales	Mar 38
---	--------

PERSONAL INCOME STUDY

Factors that influence selling: Management's Washington Letter.	Aug 8
---	-------

PERSONALITY BALANCE

Why People Act That Way.	Jul 70
----------------------------------	--------

PERSONNEL CONFERENCE

Discussion of value of training: Executive Trends.	Aug 72
--	--------

PERSONNEL EFFICIENCY

Executive Trends.	Jan 88
---------------------------	--------

PERSONNEL QUALITY

Three important traits: Management May Be Your Best Colateral; by Harold Wolzin	Mar 52
---	--------

PETERSON, R. O. A.

Check Company Efficiency Quickly; by Boonton Herndon	Sep 38
--	--------

PHILLIPS, DAVID

Formula for speech-making: Put Power in Your Words; by Philip Gustafson	Jun 74
---	--------

PICKETING

New Labor Problems: New Ways to Meet Them.	Jan 38
--	--------

PLANNING BUSINESS FUTURE

Management's Washington Letter.	Jan 9
---	-------

Plan Tomorrow's Profits; by Philip Gustafson.	Aug 29
---	--------

PLANNING AHEAD FOR FINANCING

Be Ready For The Upturn; by Robinson Newcomb.	Mar 36
---	--------

POLICIES

Review of company policies: Policy Review Brings Three-Way Gain; by Howard R. Dressner.	Dec 80
---	--------

Policy Page Jan 96; Feb 96; Mar 106; Apr 106; May 108 Jun 98; Jul 88; Aug 88; Sep 104 Oct 110; Nov 108; Dec 92	Oct 80
--	--------

Policy Review Brings Three-Way Gain; by Howard R. Dressner Dec 80	Dec 80
---	--------

POLITICS

Action on union violence: Union Violence Can Be Curbed Oct 31	Oct 31
---	--------

Business in: Business in Politics: The Practical Side. Jul 38	Jul 38
---	--------

Chamber political participation program:

Management's Washington Letter. Oct 8	Oct 8
---	-------

Debate over recession: Washington Mood; by Edward T. Folliard May 27	May 27
--	--------

Demands on politicians: Let's Help The Politicians. Sep 104	Sep 104
---	---------

Election issues: Washington Mood; by Edward T. Folliard. Sep 27	Sep 27
---	--------

In France: The State of the Nation; by Felix Morley. Jul 21	Jul 21
---	--------

In Science: Where Russian Science Lags Feb 29	Feb 29
---	--------

Management's Washington Letter. Nov 7	Nov 7
---	-------

1960 election: Washington Mood; by Edward T. Folliard Dec 27	Dec 27
--	--------

Political activity: Labor Law Changes Coming Jan 68	Jan 68
---	--------

Political education programs: Business in Politics: The Practical Side. Jul 38	Jul 38
--	--------

Political factors in pricing: How Noncost Forces Shape Price Policy; by Dr. Jules Backman Jun 70	Jun 70
--	--------

Power of union leaders: Control of Unions Will Come Nov 108	Nov 108
---	---------

Presidential nominations: Washington Mood; by Edward T. Folliard. Jul 25	Jul 25
--	--------

President's influence on Congress: The State of the Nation; by Felix Morley. Dec 23	Dec 23
---	--------

Renewed business interest in: Let's Help The Politicians. Sep 104	Sep 104
---	---------

Rows in Congress: Washington Mood; by Edward T. Folliard Feb 25	Feb 25
---	--------

Union political drive: Management's Washington Letter Sep 8	Sep 8
---	-------

Unions' political activity: New Problems Change Unions' Future Nov 78	Nov 78
---	--------

Washington Mood; by Edward T. Folliard. Apr 27	Apr 27
--	--------

NATION'S BUSINESS INDEX FOR 1958

Page

POLL OF SALESMEN
University of Chicago Industrial Relations
Center: Executive Trends May 96

POPULATION

Biggest spenders: Expanding Market: The
Biggest Spenders; by Fred D. Lindsey Jul 50
Change in Markets: Spending For Food Projected
to 1965 Jan 44
Coming census: New Market Data Coming From
Census. . . . Sep 14
Coming changes in: Outlook For The '60's; by
Robinson Newcomb. . . . Sep 36
18-24 year olds: Expanding Markets: The Young
Adults; by Fred D. Lindsey . . . Mar 70
Housing needs: Housing Needs Take New Direction;
by Robinson Newcomb. . . . May 34
Management's Washington Letter. . . . Oct 9
Working population: Manpower: What We Have--
What We'll Need May 36

POWER, DONALD

Discussion of executive's role: Executive
Trends Sep 92

POWER & RESOURCES

The Next Congress: What You Can Expect Sep 31

POWER PRODUCTION

Fight Coming Over U. S. Atom Role; by James N.
Sites Jan 14

PRESIDENCY

Burden of: Washington Mood; by Edward T.
Folliard. . . . Oct 27

PRESIDENTIAL CANDIDATES

Possible nominees: Washington Mood; by Edward
T. Folliard Apr 27

PRESIDENTIAL NOMINATIONS

Washington Mood; by Edward T. Folliard. . . . Jul 25

PRESIDENT, U. S. CHAMBER OF COMMERCE

William A. McDonnell: U. S. Chamber Head is
Optimistic Conservative; by Sidney
Shalett May 38

PRESIDENT'S COMMITTEE ON SCIENTISTS & ENGINEERS

How to Get More From Research Mar 34

PRESIDENT'S JOINT FEDERAL-STATE ACTION COMMITTEE

Meeting in Nashville: Management's Washington
Letter Mar 9

PRESSURES FOR EXPANSION OF TVA

TVA Seeks Free Hand. Feb 14

PRICES

Analysis of price trends: Where Prices Go From
Here; by Dr. Jules Backman. . . . Jul 29

Changes in price trends: Management's Washington
Letter Sep 8

Price patterns: Here's Guide to Upturn Timing;
by Robinson Newcomb Feb 42

Price trends: Inflation: How Great The Danger?
by Dr. Jules Backman Dec 34

Why Economic Growth is Uneven; by Robinson
Newcomb. . . . Feb 32

PRICING

Calculating target prices: Here's Key to Profit
Planning; by Philip Gustafson Jul 80

Competitive price pressures: How Noncost Forces
Shape Price Policy; by Dr. Jules Backman . . Jun 70

Cost determination: Choose Cost Figures For
Better Decisions; by Willard J. Graham . . Nov 100

Farm prices: Farm Spending Outlook Changing;
by Walter B. Garver Oct 36

Farm price supports: Farm Show-Down Taking
Shape; by Walter B. Garver Apr 90

Key to adequate profits: How Noncost Forces
Shape Price Policy; by Dr. Jules Backman . . Jun 70

Price competition: How Noncost Forces Shape
Price Policy; by Dr. Jules Backman. . Jun 70

Price leadership: How Noncost Forces Shape
Price Policy; by Dr. Jules Backman. . Jun 70

PRIVATE INVESTMENT

In underdeveloped countries: U. S. Seeks Private
Foreign Aid. Dec 14

PROBLEMS

In executive development: How to Improve
Executive Training. Jul 32

In labor field: New Labor Problems: New Ways
to Meet Them. Jan 38

In selling: You Can Boost Sales in '58 Jan 54

Page
Problem sensitivity: How to Develop Ideas. . . . Jan 76
Problem of long-term contracts: Wage Push Feeds
Recession Jun 29

PROCUREMENT CONTRACTS

Management's Washington Letter. Apr 8

PRODUCT CHARACTERISTICS

How Noncost Forces Shape Price Policy; by Dr.
Jules Backman Jun 70

PRODUCTION & CONSUMPTION

Here's Guide to Upturn Timing; by Robinson
Newcomb. Feb 42

PRODUCTIVITY

Here's How to Make Jobs; by Dr. Jules Backman . . May 40

How to stimulate it: How to Get More From
Research. Mar 34

Productive thinking: Help Your Brain Work for
You; by Louis Cassels Apr 86

Russia's efforts to beat U. S.: New Red Target:
Beat U. S. Worker Productivity. . . . May 46

Raising worker output: How Productivity Can Be
Improved; by John R. Beishline . . Sep 56

Today's Plateau: Tomorrow's Opportunity. . . . Jan 42

PRODUCT PROGRAMING

Plan Tomorrow's Profits; by Philip Gustafson. . . Aug 29

PROFESSIONAL SELLING

Need for: How to Make Tomorrow's Sales Mar 38

PROFITS

Coming trends: Management's Washington Letter. . Oct 7

Explanation of lower profits: Management's
Washington Letter Aug 7

Four-step program for profitable selling: How
to Sell For Higher Profits; by Philip
Gustafson May 78

Labor attack: Profits Face New Labor Attack. . . Feb 70

Long-range planning: Plan Tomorrow's Profits;
Philip Gustafson Aug 29

Outlook for profits: Management's Washington
Letter Jul 8

Planning profits: Here's Key to Profit
Planning; by Philip Gustafson. . . . Jul 80

Profit planning simulation: New Method Pre-
tests Ideas; by Donald G. Malcolm . . . Feb 64

Promise for good business: Management's
Washington Letter Dec 8

Sylvania Electric Products Inc.: Employes'
Ideas Ease Profit Squeeze. Feb 78

Profits Face New Labor Attack Feb 70

PROFIT-SHARING PLANS

Look Behind Unions' Profit-sharing Demand . . . May 31

PROGRAM FOR PROFITABLE SELLING

How to Sell For Higher Profits; by Philip
Gustafson. . . . May 78

PROGRAMING

Eight Skills Make a Manager; by Louis A. Allen. . Feb 34

Of company functions: Plan Tomorrow's Profits;
by Philip Gustafson. . . . Aug 29

PROGRESS

Stage Set For Faster Progress; by Robinson
Newcomb Aug 60

PROGRESS IN SCIENCE

Where Russian Science Lags. Feb 29

PROGRESSIVISM IN EDUCATION

The State of the Nation; by Felix Morley. . . . Jan 21

PROJECTION OF NEXT DECADE

Growth and spending: Tax Outlook: Load Can
Lighten; by Robinson Newcomb . . . Nov 36

PROJECTIVE TECHNIQUES

Methods of motivation research: You Can Gauge
Customers' Wants; by Philip Gustafson. . . . Apr 76

PROMOTIONS

Guidelines for picking the right men: You Can
Tell Who Wants Success Dec 84

PROPOSED CHANGE IN DEPRECIATION

Senator Capehart: This Tax Plan Would Boost
Business Aug 36

PSYCHOLOGICAL FACTORS IN BUSINESS

Inflation: How Great The Danger?; by Dr. Jules
Backman. Dec 34

PSYCHOLOGICAL SCIENCE

Help Your Brain Work For You; by Louis Cassels. . Apr 86

	Page
PSYCHOLOGY FOR SUPERVISORS	
How to Get More From Research	Mar 34
PSYCHOTHERAPY	
For employees with emotional problems: You Can Help Worried Workers; by Robert Hoppock	Aug 64
PUBLIC EDUCATION	
The State of the Nation; by Felix Morley	Jan 21
PUBLIC HEALTH SERVICE STUDY	
Management's Washington Letter	Oct 8
PUBLIC POWER EXPANSION	
TVA Seeks Freer Hand	Feb 14
PUBLIC WORKS COMMITTEE REPORT	
Reasons for opposing House TVA bill: TVA Seeks Freer Hand	Feb 14
PUBLIC WORKS PROJECTS	
Management's Washington Letter	Nov 8
PUMP-PRIMING LEGISLATION	
This Tax Plan Would Boost Business	Aug 36
Put Cliques To Work For You; by George S. Odiorne	Aug 50
Put Power in Your Words; by Philip Gustafson	Jun 74
PUTTING MOTIVATION RESEARCH TO WORK	
You Can Gauge Customers' Wants; by Philip Gustafson	Apr 76
PUTTING QUESTIONS TO WORK	
You Can Ask Creative Questions; by Joseph G. Mason	Feb 84

Q

QUALITATIVE INTERVIEWING	
Techniques of motivation research: You Can Gauge Customers' Wants; by Philip Gustafson	Apr 76
QUALITY CONTROL PROGRAM	
Executive Trends	Jan 88
QUESTIONS	
How to ask them: You Can Ask Creative Questions; by Joseph G. Mason	Feb 84

R

RAY-0-VAC COMPANY	
Marketing program: How to Make Tomorrow's Sales	Mar 38
REASONS FOR TIGHT MONEY	
Expect This From Easier Money; by Dr. Marcus Nadler	Jan 40
RECESSION	
Boom Can Come Before You Know It; by Robinson Newcomb	Apr 31
Business outlook: When And How Upturn Will Come; by Dr. Marcus Nadler	Jun 32
Changes in production and prices: Where Prices Go From Here; by Dr. Jules Backman	Jul 29
How to recover: Be Ready For The Upturn; by Robinson Newcomb	Mar 36
Let's Not Over-Adjust Our Readjustment	May 108
Upturn signals: What Upturn Signals Say Now: Interview with Dr. Solomon Fabricant	Jul 54
Washington Mood; by Edward T. Follard	Mar 27

RECLAMATION	
Attacks on: The Case For Federal Reclamation; by Governor George D. Clyde	Apr 40
Reclamation Fund: The Case For Federal Reclamation; by Governor George D. Clyde	Apr 40
RECOGNITION FOR SCIENTISTS & ENGINEERS	
How to Get More From Research	Mar 34
RECOMMENDATIONS FOR DEFENSE REORGANIZATION	
State of the Union message: Defense Needs More Than Dollars	Feb 96
RECRUITMENT OF COLLEGE GRADUATES	
How Much Pay For College Graduates?	Feb 38
RED CHINA	
Methods of boosting production: Management's Washington Letter	Oct 9
Reds Aim Economic Guns at U. S.; by Leon Herman	Jun 38

NATION'S BUSINESS INDEX FOR 1958	Page
REDUCTION OF TAX RATES	
Outlook for: How Congress Looks At Tax Cuts; by Charles B. Seib	Mar 40
REILLY, EWING W.	
McKinsey & Company: How to Avoid Managers' Seven Deadly Sins	Apr 34
REILLY, GERARD D.	
Interview with: Why Labor Laws Need Changes	Mar 56
REINECKE, J. O.	
Executive Trends	Apr 100
REORGANIZATION OF DEFENSE	
Defense Need: Freedom to Manage; by Louis Cassels	Jun 36
Outlook For Defense Overhaul	Jun 16
Washington Mood; by Edward T. Follard	Jun 25
REPUBLICANS	
Rivalry between Nixon & Rockefeller: Washington Mood; by Edward T. Follard	Dec 27
REPUBLICAN PESSIMISM	
Washington Mood; by Edward T. Follard	Apr 27
RESEARCH	
Coming industrial revolution: Coming Revolution in Management; by Melvin H. Baker	Aug 27
Executive Trends	Jul 76
Four basic steps: Turn Ideas Into Products; by Robert Froman	Dec 38
Getting the most from: Make Research Pay	Aug 66
Guides to effective control of: Make Research Pay	Aug 66
How to Get More From Research	Mar 34
Importance of: Stage Set For Faster Progress; by Robinson Newcomb	Aug 60
On committees: Make Committee Work Effective	May 62
Program of: Matching Manager to Job	Jul 72
RESEARCH AND DEVELOPMENT	
Executive Trends	Jun 80
RESEARCH AND PRODUCT DEVELOPMENT	
Study of successful firms: Four Clues to Company Success; by T. G. Alexander	Jul 36
RESERVE FORCES	
Military manpower legislation: Draft Law Issues: Waste, Unfairness; by Louis Cassels	Nov 40
RESISTING BUSINESS CONTRACTION	
Economic Research pamphlet: Management's Washington Letter	May 9
RESPONSIBILITY	
How to delegate it: How to Let Go of Authority; by Louis Cassels & Raymond L. Randall	Mar 86
RESULTS APPROACH	
New theory of management organization: Executive Trends	Dec 70
RETIRING MILITARY PERSONNEL	
Cost of: Management's Washington Letter	Mar 9
REUTHER, WALTER	
Labor attack on business: Profits Face New Labor Attack	Feb 70
New Moves Aim at Business Control	Apr 14
Profit-sharing proposal: Look Behind Unions' Profit-Sharing Demand	May 31
REVENUE	
Tax reform: Tax Reform Would Promote Growth; by Henry C. Wallich	Jul 60
RIGHT-TO-WORK LEGISLATION	
Right-to-Work Fight Spreads	Mar 16
Right-to-Work Trend Faces Test	Sep 40
Unions And Laws Put Curb on Management	Jul 16
Right-to-Work Fight Spreads	Mar 16
Right-to-Work Trend Faces Test	Sep 40
RIGID MANAGERS	
Five types: How to Help The One-Track Executive; by George S. Odiorne	Oct 64
RISE IN UNEMPLOYMENT	
Here's How to Make Jobs; by Dr. Jules Backman	May 40
ROAD BUILDING	
Federal intervention: Management's Washington Letter	May 9
ROCKEFELLER - NIXON	
Rivalry between: Washington Mood; by Edward T. Follard	Dec 27

NATION'S BUSINESS INDEX FOR 1958

	Page	Page
ROSENSTEEL, DEAN H.		
Interview with: Executive Pay Trends Changing. . .	Dec 36	
RURAL ELECTRIFICATION PROGRAM		
Farm Show-Down Taking Shape; by Walter B. Garver. .	Apr 90	
RUSSIA		
Air Force study of Russian education: Management's Washington Letter.	Feb 9	
American reaction to Russian rivalry: The State of the Nation; by Felix Morley. . . .	Mar 23	
Communist trade challenge: Reds Aim Economic Guns at U. S.; by Leon M. Herman. . . .	Jun 38	
Education: The State of the Nation; by Felix Morley. . . .	Jan 21	
Efforts to beat U. S. industrial output: New Red Target: Beat U. S. Worker Productivity. .	May 46	
Efforts to beat U. S. industrial output: Management's Washington Letter. . . .	May 7	
Efforts to beat U. S. productivity: New Red Target: Beat U. S. Worker Productivity. . .	May 46	
Growth of Soviet exports: Reds Aim Economic Guns at U. S.; by Leon M. Herman. . . .	Jun 38	
How production is gaining on U. S.: Management's Washington Letter. . . .	Oct 8	
Influence on U. S. policy: Washington Mood; by Edward T. Follard. . . .	Jan 25	
International economic operations: Reds Aim Economic Guns at U. S.; by Leon M. Herman. . .	Jun 38	
Management's Washington Letter.	Jan 8	
Missiles achievement: What Satellites Cost the Russians.	Jan 36	
Output of goods: What Satellites Cost the Russians.	Jan 36	
Propaganda splurge: Management's Washington Letter.	Nov 9	
Relations with U. S.: Washington Mood; by Edward T. Follard. . .	Nov 27	
Russian aid program: Reds Aim Economic Guns at U. S.; by Leon M. Herman. . . .	Jun 38	
Scientists: Where Russian Science Lags.	Feb 29	
Soviet economy: What Satellites Cost the Russians.	Jan 36	
Study of Soviet might: Management's Washington Letter. . . .	Feb 8	
Trade battle: Reds Aim Economic Guns at U. S.; by Leon M. Herman. . . .	Jun 38	
Training of Soviet industrial managers: New Red Target: Beat U. S. Worker Productivity. . .	May 46	
Weapons development: We Can Have Better Weapons Sooner; by Earl H. Voss . . .	Aug 38	
S		
S. 3618		
Sen. John L. McClellan: The State of the Nation; by Felix Morley. . . .	Jun 21	
SALARIES		
For college graduates: How Much Pay For College Graduates?	Feb 38	
SALE OF MILITARY PROPERTY		
Management's Washington Letter.	Mar 8	
SALES & PROFITS STUDY		
Management's Washington Letter.	Aug 7	
SALES MANAGEMENT		
Study of sales management practices: Here's Way to More Sales: Interview with G. Clark Thompson. . . .	Aug 32	
SALESMEN		
Four-step program for profitable selling: How to Sell For Higher Profits; by Philip Gustafson . . .	May 78	
Self-management: How to Sell For Higher Profits; by Philip Gustafson	May 78	
Shortage of: How to Make Tomorrow's Sales. . . .	Mar 38	
Study of sales management practices: Here's Way to More Sales: Interview with G. Clark Thompson . . .	Aug 32	
Ways to get more from sales effort: Executive Trends. . . .	Aug 72	
Edward H. Weiss & Company research project: Executive Trends. . . .	Sep 92	
SALES OUTLOOK		
Short-term sales outlook: Management's Washington Letter	Aug 8	
SALES PROBLEMS		
Discussion of: Here's Way to More Sales: Interview with G. Clark Thompson	Aug 32	
SALES SKILLS & ORGANIZATION		
How to Make Tomorrow's Sales.	Mar 38	
SATELLITES		
What Satellites Cost the Russians	Jan 36	
SAVING		
Consumer attitudes: These Consumer Attitudes Are Key to Outlook; by George Katona	Aug 46	
SCHLEH, EDWARD C.		
New theory of management organization: Executive Trends.		
SCHMIDHAUSER, HAROLD B.		
American Management Association: How to Avoid Managers' Seven Deadly Sins. . . .	Apr 34	
SCHOOLS		
The State of the Nation; by Felix Morley. . . .	Sep 23	
SCHOOL SYSTEM		
The State of the Nation; by Felix Morley. . . .	Jan 21	
SCIENCE		
In Russia: Where Russian Science Lags.	Feb 29	
Science education: Where Russian Science Lags. .	Feb 29	
U. S. Office of Education study: Management's Washington Letter.	Feb 9	
SCIENTISTS		
How to stimulate productivity: How to Get More From Research.	Mar 34	
SEASHORE, STANLEY		
University of Michigan Institute for Social Research: Executive Trends.	May 96	
SECONDARY BOYCOTTS		
Labor Law Changes Coming.	Jan 68	
New Labor Problems: New Ways to Meet Them. . .	Jan 38	
SECRETARY OF DEFENSE		
Neil H. McElroy: Defense Need: Freedom to Manage; by Louis Cassels. .	Jun 36	
SECURITY		
Here's The Road to Absolute Security.	Apr 106	
Seib, Charles B.:		
Backdoor Spending Dodges Congress' Control. . . .	Oct 48	
Business Issues Crowd Congress' Schedule. . . .	Jan 29	
How Congress Looks at Tax Cuts.	Mar 40	
SELLING		
Executive Trends.		
Factors that influence: Management's Washington Letter	Mar 100	
Four-step program for profitable selling: How to Sell For Higher Profits; by Philip Gustafson . . .	Aug 8	
How to Make Tomorrow's Sales.	Mar 38	
Management's Washington Letter.	Apr 9	
Problems facing it: Management's Washington Letter. . . .	Mar 8	
Sales problems: Here's Way to More Sales: Interview with G. Clark Thompson.	Aug 32	
Management's Washington Letter.	Jan 9	
You Can Boost Sales in '58.	Jan 54	
Salesmen's selling attitude: You Can Boost Sales in '58.	Jan 54	
SENATE		
Bill for TVA financing: TVA Seeks Freer Hand .	Feb 14	
Hearings on defense reorganization: Outlook For Defense Overhaul. . . .	Jun 16	
Packets committee: Management's Washington Letter. . . .	Jul 7	
SETTING GOALS IN MANAGEMENT		
Eight Skills Make a Manager; by Louis A. Allen. .	Feb 34	
Shalett, Sidney:		
U. S. Chamber Head is Optimistic Conservative . .	May 38	
SHORTER WORK WEEK		
Labor's objective: Profits Face New Labor Attack.	Feb 70	
SIMPLIFICATION OF WORK		
Executives Can Simplify Their Jobs.	Feb 60	
SIMPLIFIED MANAGEMENT SYSTEM		
New Method Pre-tests Ideas; by Donald G. Malcolm. .	Feb 64	
Sites, James N.:		
Fight Coming Over U. S. Atom Role	Jan 14	
Six Policies Increase Will to Work: Interview with Douglas Williams.	Nov 88	
SMITH, E. EVERETT		
McKinsey & Co.: How to Avoid Managers' Seven Deadly Sins.	Apr 34	

NATION'S BUSINESS INDEX FOR 1958

	Page		Page
SMITH-MCLELLAN BILL			
Pending in Congress: Why Labor Laws Need Changes	Mar 56		
Smoothing The Path to Despotism	Dec 92		
SOCIAL GROUPINGS IN RUSSIA			
What Satellites Cost the Russians	Jan 36		
SOCIAL SECURITY			
Benefit increase: Management's Washington Letter	Jul 7		
Business Issues Crowd Congress' Schedule; by Charles B. Seib	Jan 29		
SOCIETY FOR THE ADVANCEMENT OF MANAGEMENT			
Survey of employee attitudes: New Survey Rates Incentives	May 104		
SOVIET-AMERICAN RELATIONS			
Washington Mood; by Edward T. Folliard.	Nov 27		
SPATES, THOMAS G.			
Personnel Administration, Yale: How to Avoid Managers' Seven Deadly Sins	Apr 34		
SPEECH			
Process of making a presentation: Put Power in Your Words; by Philip Gustafson	Jun 74		
Speed Thought Into Words; by J. Harold Janis.	Oct 94		
SPENDING			
Biggest spenders: Expanding Market: The Biggest Spenders; by Fred D. Lindsey.	Jul 50		
Business Issues Crowd Congress' Schedule; by Charles B. Seib	Jan 29		
Comparison of 1959 & 1955: Management's Washington Letter	Nov 8		
Estimates for '60: Management's Washington Letter	Dec 7		
Federal spending: We're Off on Another Money Spree	Aug 88		
For food: Spending For Food Projected to 1965.	Jan 44		
For plant and equipment: Management's Washington Letter	Jun 9		
Projection of next decade: Tax Outlook: Load Can Lighten; by Robinson Newcomb.	Nov 36		
Public attitudes toward: Here's Look at Tomorrow's Consumer; by Pierre Martineau	Dec 31		
Spending For Food Projected to 1965; by Fred D. Lindsey.	Jan 44		
Spending units: Expanding Markets: The Young Adults; by Fred D. Lindsey.	Mar 70		
Trends in spending: Management's Washington Letter	Jul 9		
SQUEEZE ON PROFITS			
Employees' ideas to ease: Employees' Ideas Ease Profit Squeeze.	Feb 78		
Stage Set For Faster Progress; by Robinson Newcomb.	Aug 60		
STANFORD RESEARCH INSTITUTE STUDY			
Organized industrial parks: Management's Washington Letter	Apr 9		
STANS, MAURICE H.			
Budget director: Budget Battle: Keep Lid on Spending	Dec 40		
STATE DEPARTMENT			
Study of investments abroad: U. S. Seeks Private Foreign Aid.	Dec 14		
STATE LABOR LAWS			
Why Labor Laws Need Changes	Mar 56		
STATE OF THE UNION MESSAGE			
President Eisenhower: Defense Needs More Than Dollars	Feb 96		
STATES' RIGHTS			
Labor Law Changes Coming.	Jan 68		
STATE TAXES			
Management's Washington Letter.	May 8		
STATE UNEMPLOYMENT COMPENSATION			
Administration move to extend: The State of the Nation; by Felix Morley	May 23		
STATUS OF U. S. ENGINEERING EDUCATION			
Management's Washington Letter.	Feb 9		
STEPS FOR EASING WORRIES			
Your Worries Can Help You; by Frank A. DePhillips	May 68		
STEPS FOR FOLLOW-THROUGH			
Get Action From Your Decisions; by Howard R. Dressner	Jul 64		
STEWART, NATHANIEL			
Executive Trends.	Jun 80		
Stewart, Nathaniel: Make Everybody's Job a Challenge	Aug 80		
STRAWBERRY VALLEY PROJECT			
The Case For Federal Reclamation; by Governor George D. Clyde.	Apr 40		
STRESS			
Causes of: What You Can Do About Stress: Interview with Drs. Harry Levinson & Herbert C. Modlin.	Jun 34		
Signs of: Why People Act That Way.	Jul 70		
STRIKES			
Less time lost: Management's Washington Letter	May 9		
New Labor Problems: New Ways to Meet Them.	Jan 38		
Union violence: Union Violence Can Be Curbed	Oct 31		
Strong Personal Goals Build Company Strength; by Louis Cassels & Raymond L. Randall.	Sep 82		
STUDIES			
Business use of research: Turn Ideas Into Products; by Robert Froman	Dec 38		
Company success: Management's Washington Letter.	Jul 9		
Company success and failure: Four Clues to Company Success; by T. G. Alexander.	Jul 36		
Consumer motivations: Here's Look at Tomorrow's Consumer; by Pierre Martineau	Dec 31		
Employe attitudes: Six Policies Increase Will to Work	Nov 88		
Executives: Matching Manager to Job.	Jul 72		
Five pitfalls in management development: Get Full Value From Executive Training; by Louis Cassels & Raymond L. Randall	Dec 62		
Human behavior: You Can Sharpen Your Thinking; by Charles A. Cerami.	Nov 34		
Job-changing habits: Why Managers Change Jobs and When.	Oct 72		
Labor problem: The State of the Nation; by Felix Morley.	Jun 21		
Of 20 manufacturing firms: Four Clues to Company Success; by T. G. Alexander.	Jul 36		
Sales and profits: Management's Washington Letter	Aug 7		
Sales management practices: Interview with G. Clark Thompson	Aug 32		
Scientists and engineers: How to Get More From Research.	Mar 34		
State Department study of overseas investments: U. S. Seeks Private Foreign Aid	Dec 14		
U. S. Air Force study of Soviet might: Management's Washington Letter.	Feb 8		
U-M study of employe attitudes: Executive Trends	Dec 70		
U-M study on committees: Make Committees Work Effective	May 62		
SUCCESS			
Clues to company success: Four Clues to Company Success; by T. G. Alexander.	Jul 36		
Four steps to help guide your destiny: Control Your Own Success.	Aug 70		
Picking the right men for promotions: You Can Tell Who Wants Success.	Dec 84		
SUITS			
Against unions: New Labor Problems: New Ways to Meet Them	Jan 38		
SURVEYS			
Business outlook: What Top Executives See For '59	Dec 72		
Company attitudes: Executive Trends.	Mar 100		
Consumer intentions: Boom Can Come Before You Know It	Apr 31		
Employe attitudes: New Survey Rates Incentives	May 104		
N. B. survey of executives: Business Leaders View Year Ahead.	Jul 34		
Of businessmen with overseas interests: U. S. Seeks Private Foreign Aid	Dec 14		
Price changes: Where Prices Go From Here; by Dr. Jules Backman.	Jul 29		
Recruiting survey: How Much Pay For College Graduates?	Feb 38		
Survey of business outlook: What Top Executives See For '59	Dec 72		
Trade associations: Management's Washington Letter.	Jun 8		

NATION'S BUSINESS INDEX FOR 1958

	Page
SYLVANIA ELECTRIC PRODUCTS INC.	
Profit Improvement Program: Employees' Ideas Ease Profit Squeeze.	Feb 78
SYSTEM SIMULATION	
New Method Pre-tests Ideas; by Donald G. Malcolm.	Feb 64
T	
TAEUBER, CONRAD	
Census Bureau: New Market Data Coming From Census.	Sep 14
TAFT-HARTLEY	
President's proposals for amending: Why Labor Laws Need Changes	Mar 56
TARGET SELLING PRICE	
Calculating target price: Here's Key to Profit Planning; by Philip Gustafson	Jul 80
TAXATION	
How's Business? Today's Outlook.	Jan 47; Feb 47
	Mar 43; Apr 43; May 43; Jun 41; Jul 41; Aug 41
	Sep 43; Oct 43; Nov 45; Dec 43
TAXES	
Business Issues Crowd Congress' Schedule; by Charles B. Seib	Jan 29
Coming action on: Management's Washington Letter	Jun 7
Higher taxes for business: Management's Washington Letter.	Nov 8
One force that slows progress: Unfair Tax Checks Growth; by Robinson Newcomb	Oct 40
Outlook for tax cuts: How Congress Looks At Tax Cuts; by Charles B. Seib.	Mar 40
Personal income tax rates: Tax Squeeze Chokes Progress.	Apr 36
Possibility of changes in 1959: Management's Washington Letter	Sep 7
Possibility of tax revision: Management's Washington Letter	Feb 7
Projection of next decade: Tax Outlook: Load Can Lighten; by Robinson Newcomb	Nov 36
Revision in: Where Tax Change Can Come in '59.	Nov 14
Tax collections: Management's Washington Letter	Jan 8; May 8
Tax Dollars Hire 1 in 8; by Fred D. Lindsey	Dec 58
Tax Liberation Day - July 7: Management's Washington Letter.	Jun 9
Tax Outlook: Load Can Lighten; by Robinson Newcomb.	Nov 36
Tax Reform Would Promote Growth; by Dr. Henry C. Wallich.	Jul 60
Tax revision: How Congress Looks At Tax Cuts; by Charles B. Seib.	Mar 40
Tax Squeeze Chokes Progress: Interview with Crawford H. Greenewalt; by Louis Cassells.	Apr 36
The Next Congress: What You Can Expect	Sep 31
TECHNICAL PERSONNEL	
How to make the most of: How to Get More From Research.	Mar 34
TECHNICS	
New concept of effective management: Executive Trends	Feb 90
TECHNIQUES	
Bank management: Management May Be Your Best Collateral; by Harold Wolozin.	Mar 52
Of questioning: You Can Ask Creative Questions; by Joseph G. Mason	Feb 84
Projective techniques: You Can Gauge Customers' Wants; by Philip Gustafson.	Apr 76
TECHNOLOGY	
Stage Set For Faster Progress; by Robinson Newcomb	Aug 60
TEMPLE UNIVERSITY	
Training program for retired military officers: Executive Trends.	Jun 80
10 GUIDES FOR COMPANY POLICY REVIEW	
Policy Review Brings Three-Way Gain; by Howard R. Dressner.	Dec 80
TEN GUIDES TO SHARPEN BUSINESS CONTROLS	
Make Your Plans Succeed; by Harold Koontz	Oct 102
TENNESSEE VALLEY AUTHORITY	
Pressures for expansion: TVA Seeks Free Hand.	Feb 14
TVA Seeks Free Hand.	Feb 14

	Page
TENSION	
Steps for controlling it: What You Can Do About Stress: Interview with Drs. Harry Levinson & Herbert C. Modlin.	Jun 34
The Case For Federal Reclamation; by Governor George D. Clyde.	Apr 40
THE EXECUTIVE STUDY	
Research program: Matching Manager to Job.	Jul 72
The Next Congress: What You Can Expect	Sep 31
These Consumer Attitudes Are Key to Outlook; by George Katona	Aug 46
The State of the Nation; by Felix Morley.	Feb 21
	Mar 23; Apr 23; May 23; Jun 21; Jul 21; Aug 19
	Sep 23; Oct 23; Nov 23; Dec 23
THINKING	
Ways to sharpen: You Can Sharpen Your Thinking; by Charles A. Cerami.	Nov 34
This Tax Plan Would Boost Business: Interview with Senator Homer E. Capehart.	Aug 36
THOMPSON, G. CLARK	
Interview with: Here's Way to More Sales	Aug 32
THREE CATEGORIES OF BARGAINING PROPOSALS	
Unions And Laws Put Curb on Management.	Jul 16
THREE STEPS TO MORE SKILLFUL MANAGEMENT	
Collection of N. B. management articles: Management's Washington Letter	Mar 9
TIGHT MONEY	
Expect This From Easier Money; by Dr. Marcus Nadler.	Jan 40
TIPS ON CUTTING COSTS	
Executive Trends.	Apr 100
Today's Plateau: Tomorrow's Opportunity.	Jan 42
TRADE BATTLE	
Soviet battle with U. S.: Reds Aim Economic Guns at U. S.; by Leon M. Herman.	Jun 38
TRANSPORTATION	
How's Business? Today's Outlook.	Jan 47; Feb 47
	Mar 43; Apr 43; May 43; Jun 41; Jul 41; Aug 41
	Sep 43; Oct 43; Nov 45; Dec 43
THE TREASURY	
Impact of business downturn: Management's Washington Letter.	Jul 8
TRENDS	
Business trend away from gift giving: Executive Trends	Dec 70
Executive Trends	Jan 88; Feb 90; Mar 100; Apr 100
	May 96; Jun 80; Jul 76; Aug 72; Sep 92
	Oct 92; Nov 76; Dec 70
Forecast of 1960's: Outlook For The '60's; by Robinson Newcomb.	Sep 36
In consumer credit: Consumer Credit in '59	Nov 42
In prices: Inflation: How Great The Danger?; by Dr. Jules Backman.	Dec 34
Job trends affecting unions' growth: New Problems Change Unions' Future.	Nov 78
Management's Washington Letter	Jan 9; Feb 9
	Apr 9; Nov 9; Dec 9
The State of the Nation; by Felix Morley.	Jan 21; Jul 21
	Feb 21; Mar 23; Apr 23; May 23; Jun 21; Aug 19; Sep 23; Oct 23; Nov 23
Washington Mood; by Edward T. Folliard.	Jan 25; Feb 25
	Mar 27; Apr 27; May 27; Jun 25; Jul 25; Aug 23
	Sep 27; Oct 27; Nov 27
Toward conformity: Conformity Can Stimulate Ideas; by Louis A. Allen.	Apr 66
Upward government employment trend: Tax Dollars Hire 1 in 8	Dec 58
Turn Ideas Into Products; by Robert Froman.	Dec 38
TURNOVER	
Analysis of Worker Turnover Pays Off; by Louis Cassells & Raymond L. Randall.	Jan 34
Turn Poor Work Habits Into Good; by George S. Odiorne.	Nov 96
12 RULES FOR CRITICIZING	
Make Criticism Work For You; by Dr. Nathan A. Baily.	Mar 102
Two Steps Will Strengthen Business; by William A. McDonnell.	May 58

UNCERTAINTIES IN BUSINESS	
Minimize Your Business Risk; by Charles A. Cerami	Feb 44
UNDERUTILIZED WORKERS	
Manpower: What We Have--What We'll Need.	May 36
UNEMPLOYMENT	
Management's Washington Letter. . . Jan 7; Mar 7; Oct 7	
Fight over unemployment compensation: New Fight Ahead on Jobless Pay	Aug 16
Rise in: Here's How to Make Jobs; by Dr. Jules Backman	May 40
Unemployment compensation: The State of the Nation; by Felix Morley. . . May 23	
Unfair Tax Checks Growth; by Robinson Newcomb . . . Oct 40	
UNION MONOPOLY	
The State of the Nation; by Felix Morley.	Jun 21
UNIONS	
Action on union violence: Union Violence Can Be Cured	Oct 31
Attacks on costless capital: Where Money to Expand Comes From; by Dr. Jules Backman. . . Feb 36	
Compulsory, vs. voluntary unionism: Right-to-Work Trend Faces Test.	Sep 40
Fight for right-to-work: Right-to-Work Fight Spreads	Mar 16
Job trends affecting growth: New Problems Change Unions' Future	Nov 78
Organizing drives: New Labor Problems: New Ways to Meet Them.	Jan 38
Power of leaders: Control of Unions Will Come. . . Nov 108	
Problem of union monopoly: Why Labor Laws Need Changes.	Mar 56
Profit-sharing demands: Look Behind Unions Profit-Sharing Demand.	May 31
Raiding: New Labor Problems: New Ways to Meet Them	Jan 38
Unions And Laws Put Curb on Management.	Jul 16
Union buildings: Management's Washington Letter. . . Mar 7	
Union funds: Why Labor Laws Need Changes	Mar 56
Union practices: Labor Law Changes Coming.	Jan 68
Union And Laws Put Curb on Management	Jul 16
Union spending: Management's Washington Letter. . . Mar 7	
Union Violence Can Be Curbed.	Oct 31
UNITED AUTOMOBILE WORKERS	
Profit-sharing proposal: Look Behind Unions' Profit-Sharing Demand	May 31
U. S. BUDGET METHOD MULTIPLIES COST; by Weldon T. Ellis, Jr. . . . Mar 92	
U. S. CHAMBER	
New President: U. S. Chamber Head is Optimistic Conservative; by Sidney Shalett. . . May 38	
U. S. CHAMBER OF COMMERCE AIRCADE	
The State of the Nation; by Felix Morley.	Apr 23
U. S. COMMERCE DEPARTMENT	
Census Bureau: New Market Data Coming From Census.	Sep 14
USDA REPORT	
Spending For Food Projected to 1965	Jan 44
U. S. OFFICE OF EDUCATION STUDY	
Science education: Management's Washington Letter	Feb 9
U. S. SECURITY	
The State of the Nation; by Felix Morley.	Feb 21
U. S. SEEKS PRIVATE FOREIGN AID	Dec 14
U. S.-SOVIET SCIENTIST-ENGINEER RACE	
Management's Washington Letter.	Mar 9
UNIVERSITY OF CHICAGO	
Studies on executive brainpower: Brainpower Rests Rate Executives.	Feb 40
UNIVERSITY OF CHICAGO INDUSTRIAL RELATIONS CENTER	
Poll on attitudes toward company policies: Executive Trends.	May 96
UNIVERSITY OF MICHIGAN INSTITUTE FOR SOCIAL RESEARCH	
Research on committees: Make Committee Work Effective.	May 62
UNIVERSITY OF PITTSBURGH	
Management Problems For Executives: Graduates Assess Executive Schooling; by C. L. Van Sickle	Sep 62

UPTURN SIGNALS	
What Upturn Signals Say Now: Interview with Dr. Solomon Fabricant. . .	Jul 54
URBAN AREA GROWTH	
Impact on cities: Housing Needs Take New Direction; by Robinson Newcomb. . .	May 34
URBAN MATTERS	
The Next Congress: What You Can Expect	Sep 31
Uris, Auren: Get Full Use of Ideas	Oct 86
Learn to Work With Your Boss.	Oct 34
URWICK, LYNDALL F.	
Interview with: How to Improve Executive Training	Jul 32
UTAH COUNTY	
Strawberry Valley reclamation project: The Case For Federal Reclamation; by Governor George D. Clyde . . .	Apr 40
V	
VACATION	
President's vacation: Washington Mood; by Edward T. Folliard. . .	Aug 23
VA MORTGAGES	
Interest rate on: Housing Aid Could Be Permanent.	May 16
Van Sickle, C. L.: Graduates Assess Executive Schooling.	Sep 62
VICE PRESIDENCY	
Presidential nominations: Washington Mood; by Edward T. Folliard. . .	Jul 25
VIEW OF ECONOMY	
By budget planners: Management's Washington Letter	Feb 7
William A. McDonnell: Two Steps Will Strengthen Business.	May 58
VISUAL AIDS	
Used in business presentations: Put Power in Your Words; by Philip Gustafson.	Jun 74
Voss, Earl H.: We Can Have Better Weapons Sooner .	Aug 38
VOTERS	
Election issues: Washington Mood; by Edward T. Folliard.	Sep 27
Here's a Contest You Can Win.	Jun 98
W	
WAGE LAWS	
Why Labor Laws Need Changes	Mar 56
Wage Push Feeds Recession	Jun 29
WAGES	
Bargaining in steel industry: Management's Washington Letter.	Nov 9
Factors to consider in wage trends: Management's Washington Letter.	Feb 8
Government pressure for higher pay: Management's Washington Letter.	May 7
How Productivity Can Be Improved; by John R. Beishline	Sep 56
Management's Washington Letter.	Aug 9
Push for increases: Wage Push Feeds Recession. .	Jun 29
Rates for skilled workmen: Management's Washington Letter.	Oct 9
Wage inflation: Wage Push Feeds Recession. . . .	Jun 29
Wage inflation: Inflation: How Great The Danger?; by Dr. Jules Backman	Dec 34
Wallich, Henry C.: Tax Reform Would Promote Growth.	Jul 60
WALSH-HEALEY ACT	
Why Labor Laws Need Changes	Mar 56
WARD, LEWIS B.	
The Executive Study: Matching Manager to Job . .	Jul 72
WARREN, EARL	
Smoothing The Path to Despotism	Dec 92
Washington Mood; by Edward T. Folliard. . .	Jan 25; Feb 25
Mar 27; Apr 27; May 27; Jun 25; Jul 25; Aug 23	Sep 27; Oct 27; Nov 27; Dec 27
Watch This Issue. . Jan 14; Feb 14; Mar 16; May 16; Jun 16	Jul 16; Aug 16; Oct 16; Nov 14; Dec 14

NATION'S BUSINESS INDEX FOR 1958

	Page
WATSON, HATHAWAY	
Executive Trends.	Jun 80
WAYS AND MEANS COMMITTEE HEARINGS	
How Congress Looks at Tax Cuts; by Charles B. Seib.	Mar 40
WEAPONS PLANNING	
We Can Have Better Weapons Sooner; by Earl H. Voss	Aug 38
We Can Have Better Weapons Sooner; by Earl H. Voss.	Aug 38
WELFARE & PENSION PLAN DISCLOSURE ACT	
New Welfare Fund Law Under Attack	Dec 54
WELFARE FUNDS	
Labor Law Changes Coming.	Jan 68
We're Off On Another Money Spree.	Aug 88
What Labor Wants: Business Control	Apr 14
What Management is Learning From Computers; by Philip Gustafson	Nov 38
What Satellites Cost The Russians	Jan 36
What Top Executives See For '59: N. B. survey of business outlook.	Dec 72
What Upturn Signals Say Now: Interview with Solomon Fabricant	Jul 54
What You Can Do About Stress: Interview with Drs. Harry Levinson & Herbert C. Modlin	Jun 34
When And How Upturn Will Come; by Dr. Marcus Nadler	Jun 32
Where Money to Expand Comes From; by Dr. Jules Backman	Feb 36
Where Prices go From Here; by Dr. Jules Backman	Jul 29
Where Russian Science Lags: Interview with Ralph W. Gerard	Feb 29
Where Tax Change Can Come in '59.	Nov 14
WHITE HOUSE ACTION	
Management's Washington Letter.	Dec 7
WHOLESALE PRICES	
Where Prices Go From Here; by Dr. Jules Backman	Jul 29
Why Economic Growth is Uneven; by Robinson Newcomb.	Feb 32
Why Labor Laws Need Changes: Interview with Gerard D. Reilly.	Mar 56
Why Managers Change Jobs And When	Oct 72
Why People Act That Way	Jul 70
WILLIAMS, DOUGLAS	
Interview with: Six Policies Increase Will to Work	Nov 88
WINSLOW, REX	
University of North Carolina: Managers Polish Skills by Teaching	Apr 94
Wolozin, Harold: Management May Be Your Best Collateral.	Mar 52
WOODARD, DR. WALTER	
American Cyanamid Co.: Why People Act That Way	Jul 70
WORKERS	
Company efficiency: Check Company Efficiency Quickly; by Botonin Herndon.	Sep 38
Creativity of employees: Identify Your Creative People.	Sep 48
Employee attitudes: Six Policies Increase Will to Work	Nov 88
Labor legislation: Let's End Slave Labor	Jul 88
Personal goals: Strong Personal Goals Build Company Strength; by Louis Cassels & Raymond L. Randall.	Sep 82
Productivity: How Productivity Can Be Improved; by John R. Beishline.	Sep 56
Productivity: New Red Target: Beat U. S. Worker Productivity	May 46
Protection against forced unionism: Right-to-Work Trend Faces Test.	Sep 40
Satisfaction: Executive Trends	Jul 76
Turnover: Analysis of Worker Turnover Pays Off; by Louis Cassels & Raymond L. Randall.	Jan 34
Worker productivity in Russia: What Satellites Cost The Russians	Jan 36
WORK	
4 basic sources of good work habits: Turn Poor Work Habits Into Good; by George S. Odiorne.	Nov 96
Kinds of work satisfaction: How to Enjoy Your Job.	Aug 34
Working population: Manpower: What We Have--What We'll Need.	May 36
Work simplification: Executives Can Simplify Their Jobs.	Feb 60

	Page
WORRY	
How to use worry constructively: Your Worries Can Help You; by Frank A. DePhillips	May 68
WRITING	
Correcting writing faults: Writing Skills Cut Management Waste; by J. Harold Janis	Apr 38
XYZ	
You Can Ask Creative Questions; by Joseph G. Mason.	Feb 84
You Can Boost Sales in '58.	Jan 54
You Can Gauge Customers' Wants; by Philip Gustafson	Apr 76
You Can Help Worried Workers; by Robert Hoppock	Aug 64
You Can Sharpen Your Thinking; by Charles A. Cerami	Nov 34
You Can Tell Who Wants Success.	Dec 84
YOUNG ADULTS	
18-24 age group: Expanding Markets: The Young Adults; by Fred D. Lindsey	Mar 70
Your Worries Can Help You; by Frank A. DePhillips	May 60